

CROWD CONNECTED PRIVACY POLICY

Updated: April 2018

This website is operated by Crowd Connected Ltd (“Crowd Connected”) of Surrey Technology Centre, Guildford, GU2 7YG, also referred to hereafter as “we” or “us”.

Crowd Connected is committed to protecting and respecting your privacy. This Privacy Policy (“Notice”) sets out how we will collect and use your information and the rights you have in relation to your information

We may collect information from you about your preferences through your use of this website, when you request information from us, or as a result of your relationship with one or more of our customers, or as you otherwise engage with us.

By using any of our services, including this website, and by providing us with any personal information, you are consenting to the use of your personal information as set out in this Notice. Please do not send us any personal information if you do not want that information to be used in this way.

References in this Notice to “your information” are also to personal information that you provide to us. Crowd Connected is the data controller of any information provided via this website and our contact details are detailed below.

What information do we collect?

Crowd Connected may ask for and collect from you personally identifiable and other information at certain points via this website. Depending on the information and/or services you request, you may be asked to provide your name, email address and other information. In addition to the information you knowingly provide, Crowd Connected collects the domain names and IP addresses of its visitors, along with usage statistics (e.g., types of web browsers and operating systems used) and browsing history. This data is used to promote our services. Crowd Connected may combine this information with the personally identifiable and other information it collects.

Crowd Connected does not collect personally identifiable information about your online activities over time and across third party websites or online services. Our third party suppliers do not collect personally identifiable information about your online activities over time and across third party websites or online services through your use of this website.

How do we use your information?

At Crowd Connected we are committed to protecting and respecting your privacy and will only use your personal information:

- to provide and improve our services to you
- to compile anonymous statistics, for example, website usage statistics
- to market our services
- to manage our relationship with you and our customer
- to fulfil our legal obligations.
- to provide you with personalised content
- to process and respond to inquiries.
- to alert you to new products, services, features, special events and related offerings
- for other legitimate business purpose.

Our email marketing programme and marketing messages

We operate an email mailing list, used to inform you about products, services and/or Crowd Connected related news we believe may of interest to you. You can opt out of receiving our emails at any time. You can unsubscribe at any time via the link in the footer of any of our marketing emails. Alternatively, you can contact us at any time to request that you unsubscribe (see below).

Our emails may contain tracking beacons / tracked clickable links or similar server technologies in order to measure subscriber activity. Where used, this enables us to record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data.

Please note that we may use your marketing preferences together with other information you provide to us (including details of your interest in our products/services) in order to build a profile for you. We may supplement this profile with information about how you use our websites, review our content and interact with us. We use this profile to try and ensure that you only receive information that you are likely to find of interest.

How and why we share your information

Please note that we may on occasion be required to share your information with other third parties who provide services to us or on our behalf – for example we use MailChimp, the world's largest marketing automation platform.

This may entail a transfer of your information from a location within the European Economic Area (the "EEA") to outside the EEA, or from outside the EEA to a location within the EEA. While the level of information protection in countries outside the EEA may be less than that offered within the EEA, we have policies and procedures in place to ensure the protection of your information.

We have taken steps to ensure that all such third parties keep your personal information confidential and secure and only use it for the purposes that we have specified and have informed you of.

In relation to any other third parties we will only disclose your information where you have given your express consent or where we are required to do so by law, or where it is necessary for the purpose of, or in connection with legal proceedings or in order to exercise or defend legal rights.

Crowd Connected may disclose your personally identifiable information to another entity (i) for purposes of outsourcing one or more of the functions described above; (ii) to confirm or update information provided by you; (iii) to inform you of information about our services and other important information, or (iv) for other purposes disclosed at or before the time the information is collected. If you tell us you wish to attend an event organised by us, for example, your name and organisation may appear on a list which we provide to other invitees at the event. We may also share your information when legally required to do so.

Cookies

We use cookies (small files which remember a user's electronic device) to help improve this website, and improve our services to you, in a variety of different ways.

European legislation requires website operators to obtain the pre-informed consent of visitors to their website before all non-essential cookies (and similar tools) are installed on the user's hard drives. By agreeing to Cookies during your first visit to our website and accepting this Notice you shall be deemed to have given your pre-informed consent to us regarding us using cookies (and other similar tools) on each of your visits to our website. If you subsequently wish to revoke this consent, you may do so by deleting the cookies (and similar tools) via your browser tools settings. Please note however that by deleting or

blocking the use of cookies (or similar tools), you may not be able to access all parts of the website, or it may detrimentally affect your user experience of the website.

Confidentiality

We acknowledge that the information you provide may be confidential. We do not sell, rent, distribute or otherwise make personal information commercially available to any third party, except that we may share information with our service providers for the purposes set out in this Notice. We will maintain the confidentiality of and protect your information in accordance with our Notice and all applicable laws.

How we protect your information

Crowd Connected attempts to protect against the loss, misuse and alteration of your personal information. To that end, we have implemented reasonable administrative, technical and physical measures to protect your personal information.

Your Rights

You have the right to apply for a copy of the information we hold about you. This is called a data subject access request and you can make a request by writing to us using the contact details below. We may require further information from you in order to verify your identity before disclosing any personal information to you. You also have the right to have any inaccurate information about you corrected. We want to make sure that your information is accurate and up to date. You may ask us to correct or remove any information that you think is no longer up to date. Please contact us using the contact details below if you would like any corrections made to your information.

Transferring information when there is a change to our business

In the future we may re-organise or transfer all or part of our business, in which case we may need to transfer your information to new Crowd Connected entities or to third parties through which the business of Crowd Connected will be carried out.

If you do not want to receive information from us

If you receive marketing materials from us, you may withdraw your consent for us to send these to you at any time and free of charge by sending an e-mail to mail@crowdconnected.com.

Changes to this notice

From time to time, we may update this Notice. Changes are effective as of the date given at the start of the Notice, and indicates the last time this Notice was updated. Your continued use of this website indicates your consent to the changes to this Notice.

Contact Information

If you have any questions in relation to this Notice, or if you would like to contact us to exercise your rights as stated in this Notice, you may contact us at mail@crowdconnected.com.