

Cookies Statement

As data nerds we love cookies and pixels. Cookies help us understand how to make our site better for you. Our tracking pixels helps us understand the journeys and content visitors make on our site. Our cookies and pixels are completely safe and secure and will never contain sensitive information about you. Please click to accept our cookies and pixels.

Keeping your info safe & sound

We take your privacy and data very seriously. We want you to be in control of how we use and collect your data. Have a look at our privacy notice so you know and feel comfortable with how we are collecting, storing and using your personal information.

Our privacy promise to you

Your trust is very important to us which is why we want to tell you about our privacy policy so that you know how we collect and process your data both on and offline. This will include data you provide through our website, when you sign up to our communications, request contact from us, take part in a competition, apply to join the team, or provide services to us of any kind.

Who are we?

The Red Brick Road Limited, Co Reg No: 5629150

Our registered office address: 6th Floor Charlotte Building, 17 Gresse Street, London, United Kingdom, W1T 1QL, which is different to our main office (see the section headed 'How can I find out more information' below for more details).

When we talk about “**we**”, “**us**” or “**our**” in this privacy notice, we are referring to the relevant company in our group of companies responsible for processing your data.

The Red Brick Road Limited is the data controller responsible for all dealings with Red Brick Road, and its website.

At any time, you can get in touch with us to find out the data we hold on you, opt out of further contact with us or delete your data from our records. For more information about your legal rights have a read of the end of this privacy notice.

The nitty gritty

1. What information do we collect on you?

We have the potential to collect, store and use four different kinds of personal data about you as follows:

- a. **Your contact and identity data** – your contact details including your name, email, telephone and other unique details about you e.g. your birthday, that you have provided to us.

- b. **Technical data including cookies** – this is data collected from your visit to our website, blogs, social or interactions with our emails. This information is collected to help us understand how you use our site in order to make our site and digital experiences better for you. Our technical data and cookies are completely safe and secure and will never contain sensitive information about you.
- c. **Marketing preferences** – data that tells us the channels that you are happy for us to contact you through.
- d. **Profiling data** – through your interactions with our digital platforms and our team we will collect key information such as your industry sector, the content on our site you engage with and profile this information to understand more about you and your company.

2. How is your data collected?

We use a number of different industry standard and secure methods to collect your data.

- a. **Your contact details, identity data, marketing preferences and profiling data** may be proactively collected through the following methods:
 - a. A visit to our offices
 - b. Submitting your details through our data capture form on our website.
 - c. Subscribing to our services, blogs or publications
 - d. Requesting marketing to be sent to you, or for us to contact you by phone or e-mail
 - e. A phone call, meeting with our team
 - f. Entering a competition, promotion or survey
 - g. Attending an event
 - h. Providing us with feedback
 - i. Applying for a job with us
 - j. Providing services to us of any kind
 - k. If a journalist, via Roxhill database
- b. **Technical data including cookies, and profiling data** – when you visit our website we will collect information on when, how and what you interact with on our site and site content using Google Analytics and our content management system. We will monitor and measure email open and click through using our email service provider.

3. How we use your personal data?

We, like you, want to ensure your data is protected and used in the right way at the right time. With this in mind we will only use your personal data when the law allows it. There are various grounds on which we rely when processing your personal data. These are:

- we need to process your personal data to perform a contract we have with you or to take steps at your request to enter into a contract with you
- we need to process your personal data to comply with our legal obligations

- it is in our legitimate interests to process your personal data (only where your interests or those of a third party do not override our interests)
- you have given us your specific consent to process your personal data

In some contexts more than one ground applies.

Website visit

The data we collect – IP and cookie details

Ground (lawful basis) for processing – Consenting to our cookies

Website enquiry

The data we collect – Your contact details

Ground (lawful basis) for processing – Consenting to contact in our enquiry form

A call or meeting with our team

The data we collect – Your contact and personal details

Ground (lawful basis) for processing – We have a legitimate interest to communicate with you

To respond to job applications

The data we collect – Your contact and personal details, employment experience

Ground (lawful basis) for processing – We have a legitimate interest to process your job application and contact you to know the result of your application

Managing our business relationships with our clients and suppliers / service providers

The data we collect – We will store personal contact details of our key clients and suppliers, their company details and potentially financial, legal, contractual and billing details all needed to do business with our clients and suppliers

Ground (lawful basis) for processing – We have a legitimate interest in capturing, storing and using data in order to do business with our clients and suppliers

We may also need to do this as part of a contract we have with you or to comply with a legal obligation

Using data analytics to improve our website, products/services, marketing, client and user relationships and experiences

The data we collect – We use a combination of your contact details, profile information, how you use our services and or digital platforms blended together to understand the content you need, the content you love in to ensure we are hyper-relevant to your needs

Ground (lawful basis) for processing – We have a legitimate interest in using

your data to provide you with better, more relevant experiences with us

Via Roxhill database

The data we collect – We will store journalist contact details relating to our key clients to do business on our PR clients

Ground (lawful basis) for processing – We have a legitimate interest in using your data to contact you regarding press releases, to receive comments on spokespeople and keeping you up to date on events.

4. Cookies

Cookies are pieces of information that include a unique reference code that a website transfers to your device to store and sometimes track information about you. A number of cookies we use last only for the duration of your web session and expire when you close your browser. Other cookies are used to remember you when you return to the website and will last for longer.

We use cookies to:

- remember that you have used the website before – this means we can identify the number of unique visitors we receive and allows us to make sure that we have enough capacity for the number of users we get;
- allow you to navigate the website more quickly and easily;
- store your preferences;
- collect statistical information about how you use the website so that we can improve the website;
- audit the downloading of data from the website.

Some of the cookies used on our website are set by us and some are set by third parties who are delivering services on our behalf.

Most computer and some mobile web browsers automatically accept cookies but, if you prefer, you can change your browser to prevent or to notify you each time a cookie is set. You can also learn more about cookies by visiting www.allaboutcookies.org which includes additional useful information on cookies and how to block cookies using different types of browser. Please note however, that by blocking or deleting cookies you may not be able to take full advantage of the website.

Our Cookies

4.1 Cookie name – Google Analytics cookies

Purpose – Our website uses Google Analytics, a web service provided by Google. Google Analytics sets 4 cookies in order to evaluate your use of the website.

Google stores the information collected by the cookies on servers located in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with

any other data held by Google.

You may reject or delete these cookies by following this link: <https://www.google.com/analytics/learn/privacy.html>

Including the _utma cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred.

4.2 Cookie name - Who is Visiting

For purposes of marketing, optimization products and services – the company Whois Data Ltd (<https://www.whoisvisiting.com>) are used on this website. Their registered address is Regents Pavilion, 4 Summerhouse Road, Northampton, NN3 6BJ.

Visitors to Whoisvisiting Client's Websites

Whoisvisiting obtains information regarding activities of visitors to Client's websites. When a Client registers to use the Service, information relating to Client websites is made available to Whoisvisiting. This includes:

- Pages accessed
- Time of visit
- Time of last visit
- Name of the owner of the IP address
- Reverse domain of the IP address
- Referring site, application or service, including the relevant search queries that led you to our website
- Browser information
- Operating system information
- Device information (mobile operating system, screen size, etc.)
- Demographic information (country, county, postcode, street address, etc.)

Who Is Visiting Cookies

A cookie is a small piece of information in the form of a text file, sent by a web server and stored on the computer of a visitor to a website. It can then be read back later by the web server or web browser when required. The use of cookies is a convenient way of allowing a computer to remember specific information relating to a website.

We only use session cookies. We use these cookies in three ways;

- To retain user preferences
- To collect web site usage information via Google Analytics
- User Authentication

User Preferences

We use cookies to retain non-personally identifiable information intended to enhance the browsing experience. User preference cookies are not used to collect any personal information such as usernames or email addresses.

Google Analytics

We use cookies to collect web site usage information via Google Analytics.

The data collected related to each specific visit to the website. The information gathered includes the duration of the visit, the path taken between pages, the type of computer that is being used and the approximate location of the visitor.

Google Analytics does not collect any personal information such as a user's name or email address.

How is the data used?

Data collected by the Google Analytics service is stored in the United States and non-personally identifiable information may be used by Google and its partners (for further details visit www.google.com/analytics/terms/gb.html).

Managing Cookies

You can choose not to accept cookies and still use this website.

The documentation for your web browser (usually accessible from the 'Help' menu) will provide you with instruction on how to manage cookies, but you can also find out more from the following information services web pages.

If you do not agree with this, you can object to the collection, processing or storage of your IP address at any time with effect for the future by clicking on the link below: <https://app.whoisvisiting.com/opt-out>

How does Who Is Visiting use your data?

Any of the information we collect from you may be used in any or all the following ways:

- To provide you use of and access to our Website and the Service
- To operate, improve and personalise our Website and the service
- To give you access to your account information, provide you with customer service or customer support and to contact you to resolve disputes, collect fees, and troubleshoot problems with your account
- To send emails using the email address you provided for us to contact you regarding inquiries, and/or other requests or questions
- To process payment transactions
- To comply with the law, enforce our Website policies, prevent, detect, and investigate fraud, security breaches, potentially prohibited or illegal activities and to protect ours or others' rights, property, or safety.

Data Retention Periods

Whois Data Ltd determine details of your organization, including contact number, web address, email, business description and where possible, the SIC Code. Whois Data Ltd show your journey while visiting this site, including all pages visited by you and how long you have spent on each page. The data used cannot identify an individual visitor's identity. As far as IP addresses are collected, they will be made anonymous immediately after collection. |

Whoisvisiting collects your personal data for the requirements of carrying out its contractual obligations as well as information about how and when you use our services and we retain this data in active databases, log files or other

types of files so long as you use our service, and in accordance with the current regulations in force.

Whoisvisiting in no way undertakes to store all your data indefinitely. You can access some data so long as you hold an active account with us and for a period that varies depending on the type of data concerned and the subscribed plan (statistics on your account, content of your emails, tracked visitor data, etc.), but in no event no longer than 12 months after closing of your account. The data may be deleted at any time during active use of your account in accordance with the provisions set forth above.

We retain data for no longer than 6 years. After 6 years, all data subject to this status will be erased from all systems.

How to access your information

In accordance with the EU General Data Protection Regulation (GDPR) and the Data Protection Act, you have a right of access, correction and removal of your personal data which you may exercise by contacting us via email at privacy@whoisvisiting.com. Your requests will be processed within 30 days. We may require that your request be accompanied by a photocopy of proof of identity or authority.

Whoisvisiting Data servers are hosted in London inside a Tier III data centre certified to ISO27001:2013 standards for information security management.

- We have our servers hosted in London inside a Tier III data centre certified to ISO27001:2013 standards for information security management. The data centre is on the N3 network. It has 24/7 support and the datacentre has no single point of failure with an auditable N+1 trail from transformer to server. Our servers include complete back up and security features.

We have full time IT staff monitoring servers for performance and security making sure we always have the latest security updates.

5. Who will it be shared with?

Your data will never be shared with any third parties for marketing purposes unless you provide us with explicit consent.

We may need to share your personal data with other members of our group of companies e.g. for audit or leadership reporting purposes or to comply with other legal obligations, as well as with service providers who provide IT and system administration services, professional advisers (including lawyers, bankers, auditors and insurers and to regulators and other authorities or third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third party service providers to use your personal data for their own purposes and we only permit

them to process your personal data for specified purposes and in accordance with our instructions.

We or they may need to transfer your personal data outside the European Economic Area (EEA) (for example Google Analytics, as set out above, or our carefully selected technology providers), but we will always ensure that appropriate measures are in place to keep your personal data secure, namely:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- We may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between the Europe and the US.

6. How can I find out more information?

Please contact our Financial Director at amy.breakell@redbrickroad.com or at

Amy Breakell

Financial Director
Red Brick Road Limited
58 Great Sutton St,
London
EC1V 0DG

7. What are my rights?

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply

with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you wish to exercise your rights please contact amy.breakell@redbrickroad.com and we will aim to come back to you within one month.

8. How long do we keep your data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal,

accounting, or reporting requirements. Please contact us if you need more information about our retention periods.