

This privacy notice explains the processing of personal data on the website of Assurity Consulting Ltd (including the entity of Assurity Consulting Holdings Ltd). Assurity Consulting Ltd is committed to making sure that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website, then you can be assured that it will only be used in accordance with this privacy notice.

## Topics:

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## **Why do we process your personal data?**

Assurity Consulting Ltd collects and processes information about you (personal data) as a website user online when you provide it, when subscribe to us or make an enquiry through our website.

If you make an enquiry via our website or register for one of our seminars or webinars giving us your personal data, we will contact you to discuss your needs or to give you more information about the event. Depending on the progression of our working relationship with you to what we do with your data:

- We will keep you up to date via email with information about our industry and our business, educational health, safety and environmental topics, unless you opt out when you give us your details. We will keep in touch with you via telephone unless you tell us not to. You can opt out of our email communications at any time using the link at the bottom of our emails. If we send you an email and your corporate email address hard bounces back to us, we will delete your personal information from our system or;
- If there is no suitability for a working partnership, we will delete all of your information or;
- For enquiries, subscriptions, seminar or webinar registrations, if the details you give us contain a consumer based email address, we will respond to your enquiry, but we will then delete your data.

**Website enquiries:** As you have requested that we contact you by giving us your personal data, we will store your personal details on our website and/or on our CRM system, and contact you to discuss your needs via email or telephone.

**Seminar or webinar registrations:** If you register for one of our seminars or webinars through our website, we will store your personal details on our website and/or on our CRM system and contact you with details about the event. When we hold in-person seminars, we will share your name and company name with the venue for registration, health, safety and security reasons.

**Subscribing to us:** As you have requested that we contact you by giving us your personal data, we will store your personal details on our website and/or on our CRM system and email you with information on health, safety and environmental topics and services.

Following the registration of your details you may then become a potential customer, please see our potential customer privacy notice for more information about how we process your data.

### **What are the principles we apply when processing your personal data?**

As a responsible business we apply and are able to demonstrate compliance with the following principles to our control and processing of personal data relating to you as a user of our website:

- Processed lawfully, fairly and in a transparent manner in relation to individuals;
- Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes;
- Processed in a way that is adequate, relevant and limited to what is necessary;
- Maintained to ensure it is accurate and where necessary kept up to date; every reasonable step will be taken to ensure that personal data that is inaccurate, having regard to the purposes for which it is processed is erased or rectified without delay;
- Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; and
- Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

We take reasonable steps to ensure that third parties who process data on our behalf also apply and are able to demonstrate compliance with the above principles. We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## Cookie Policy

This Cookie Policy explains how we use cookies and similar technologies to recognise you when you visit our website at [assurityconsulting.co.uk](http://assurityconsulting.co.uk). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

In some cases, we may use cookies to collect personal information, or that becomes personal information if we combine it with other information.

### What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information. Cookies set by us are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. advertising, interactive content and analytics). The parties that set these third party cookies can recognise your computer both when it visits the website in question and when it visits certain other websites.

### Why do we use cookies?

We use first and third party cookies for several reasons. Some cookies are required for technical reasons for our websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our online properties. Third parties serve cookies through our website for advertising, analytics and other purposes. This is described in more detail below. The specific types of first and third party cookies served through our websites and the purposes they perform are described below.

### How can I control cookies?

You have the right to decide whether to accept or reject cookies. You can exercise your cookie rights by setting your preferences in the Cookie Consent Manager. The Cookie Consent Manager allows you to accept or reject third-party cookies. Essential cookies cannot be rejected as they are strictly necessary to provide you with services.

The Cookie Consent Manager can be found on this page. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. You may also set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information. In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit:

<http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

The specific types of first and third party cookies served through our websites and the purposes they perform are described in the table below (please note that the specific cookies served may vary depending on the specific online properties you visit).

### **Analytics and customisation cookies**

These cookies collect information that is used either in aggregate form to help us understand how our website are being used or how effective our marketing campaigns are, or to help us customise our website for you.

name: `_fbp` [View Service Privacy Policy](#)

Purpose: Advertisement. This cookie is set by Facebook to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising, after visiting the website.

Domain: `.assurityconsulting.co.uk`

Expires in: 3 months

name: `_ga` [View Service Privacy Policy](#)

Purpose: Analytics. Installed by Google Analytics, calculates visitor, session and campaign data and also keeps track of site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.

Domain: `.assurityconsulting.co.uk`

Expires in: 2 years

name: `_gid` [View Service Privacy Policy](#)

Purpose: Analytics. Installed by Google Analytics, stores information on how visitors use a website, while also creating an analytics report of the website's performance. Some of the data that are collected include the number of visitors, their source, and the pages they visit anonymously.

Domain: `.assurityconsulting.co.uk`

Expires in: 1 day

name: `_hjFirstSeen` [View Service Privacy Policy](#)

Purpose: Analytics. Hotjar sets this cookie to identify a new user's first session. It stores a true/false value, indicating whether it was the first time Hotjar saw this user.

Domain: `.assurityconsulting.co.uk`

Expires in: 30 minutes

name: `_hjIncludedInPageviewSample` [View Service Privacy Policy](#)

Purpose: Analytics. Hotjar sets this cookie to know whether a user is included in the data sampling defined by the site's pageview limit.

Domain: `.assurityconsulting.co.uk`

Expires in: 2 minutes

name: `_hjAbsoluteSessionInProgress` [View Service Privacy Policy](#)

Purpose: Analytics. Hotjar sets this cookie to detect the first pageview session of a user. This is a True/False flag set by the cookie.

Domain: `.assurityconsulting.co.uk`

Expires in: 30 minutes

name: UserMatchHistory [View Service Privacy Policy](#)

Purpose: Functional. LinkedIn sets this cookie for LinkedIn Ads ID syncing.

Domain: .linkedin.com

Expires in: 1 month

name: lang [View Service Privacy Policy](#)

Purpose: Functional. LinkedIn sets this cookie to remember a user's language setting.

Domain: .ads.linkedin.com

Expires in: Session

name: bcookie [View Service Privacy Policy](#)

Purpose: Functional. LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognise browser ID.

Domain: linkedin.com

Expires in: 2 years

name: lidc [View Service Privacy Policy](#)

Purpose: Functional. LinkedIn sets the lidc cookie to facilitate data centre selection.

Domain: .linkedin.com

Expires in: 1 day

name: lang [View Service Privacy Policy](#)

Purpose: Functional. LinkedIn sets this cookie to remember a user's language setting.

Domain: .linkedin.com

Expires in: Session

name: bscookie [View Service Privacy Policy](#)

Purpose: Functional. LinkedIn sets this cookie to store performed actions on the website.

Domain: .linkedin.com

Expires in: 2 years

name: AnalyticsSyncHistory [View Service Privacy Policy](#)

Purpose: Used to store information about the time a sync with the lms\_analytics cookie took place for users in the Designated Countries.

Domain: linkedin.com

Expires in: 1 month

name: SECSSESSIONID [View Service Privacy Policy](#)

Purpose: Functional. This is the SilverStripe session token. It is used to know the user is the same user across multiple requests.

Domain: .assurityconsulting.co.uk

Expires in: Session

name: \_dc\_gtm\_UA-4800271-1 [View Service Privacy Policy](#)

Purpose: Functional. Google tag manager - doesn't track users.

Domain: .assurityconsulting.co.uk

Expires in: 1 minute

name: \_hjSessionUser\_2198092 [View Service Privacy Policy](#)

Purpose: Used to track the user's activity so we know it the same user across different pages and when people leave and return.

Domain: .assurityconsulting.co.uk

Expires in: 30 minutes

### **What about other tracking technologies, like web beacons?**

Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our website or opened an e-mail including them. This allows us, for example, to monitor the traffic patterns of users from one page within a website to another, to deliver or communicate with cookies, to understand whether you have come to the website from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

### **Do you use Flash cookies or Local Shared Objects?**

Websites may also use so-called "Flash Cookies" (also known as Local Shared Objects or "LSOs") to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations. If you do not want Flash Cookies stored on your computer, you can adjust the settings of your Flash player to block Flash Cookies storage using the tools contained in the Website Storage Settings Panel. You can also control Flash Cookies by going to the Global Storage Settings Panel and following the instructions (which may include instructions that explain, for example, how to delete existing Flash Cookies (referred to "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash Cookies that are not being delivered by the operator of the page you are on at the time). Please note that setting the Flash Player to restrict or limit acceptance of Flash Cookies may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with our services or online content

### **Do you serve targeted advertising?**

Third parties may serve cookies on your computer or mobile device to serve advertising through our websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites to provide relevant advertisements about goods and services of



potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other details that directly identify you unless you choose to provide these.

### **How often will you update this Cookie Policy?**

We may update this Cookie Policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies. The date at the bottom of this Cookie Policy indicates when it was last updated.

As the legal basis of using cookies, it is necessary for the purposes of the legitimate interests pursued by Assurity Consulting and other parties as applicable (including Google). Our legitimate interests are:

- Distinguish you from other users of our website.
- Helps us to improve our website's performance and your experience of using our website.
- Makes it easier and more convenient for you to log into our site, by storing the username and password on your device.
- To ensure a secure login.
- To track referral data and see how you got to our site.
- To measure your usage of our website.

### Links to other websites

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### Source Data

Assurity Consulting records the source of how you got to our site, including for example from another website or from a link to our website.

### Log Files

We collect information about you when you visit our website including which webpages you visit, when you have visited them etc. We may also keep log files which contain data about the device you are using and the IP address.

### IP Addresses

By visiting our site, your IP address will be recorded by our servers and stored in log files. These log files are used for record keeping, tracking referring websites, inferring your general location, and for security purposes.

### Device Data

We collect data about the device and system you use to access our site. In particular, we collect your IP address, operating system, device type, browser type and your general location of accessing the site.

### Security

Assurity Consulting has active security measures to make sure that we are compliant with all data we process in accordance to data privacy legislation as applicable to the UK. Our technical and organisational security measures mean that we comply with our obligations to ensure that data stored with us is stored safely and securely.

Our security measures include:

- Firewall protection.
- Monthly vulnerability scans and security auditing.
- Website server is completely isolated from the rest of Assurity Consulting's infrastructure.
- Annual penetration tests.

### **What types of data do we process?**

The following list is not exhaustive, but will give you an idea of the kinds of data we may process relating to you. This list will be reviewed regularly as part of the review of this privacy notice to make sure it is as complete as possible:

- Your name
- Your salutation
- Your work address
- Your work phone number
- Your direct work phone number
- Your work email address
- Emails and communications that we send to you or receive from you
- IP tracking information

### **What are the lawful bases for processing the data?**

For our website users, by registering your personal data and a corporate email address unless you opt out, you are allowing us under the basis of legitimate interest to process your data for the purposes of sending you up to date email information on:

- Educational white paper industry health, safety and environmental topics;
- Up to date industry news;
- Assurity Consulting business and service updates;
- Invitations to Assurity Consulting seminars and webinars.

### **How long will we retain your personal data?**

If we believe our organisations would make a good working partnership, to make sure we are managing your information correctly, we will keep your personal data on our EU based CRM system for up to two years from the date of the last communication we had with you, unless your email address hard bounces or you opt-out of receiving our email communications.



If we send you an email and you are not an Assurity Consulting customer, and your corporate email address hard bounces back to us, we will delete your personal information from our system. We will keep relevant data throughout the duration of our working relationship with you. You have a duty to inform us of changes, such as changes to your address or other contact details, and we will ensure that we keep your records up to date based on the updates you have provided. You can update us via email [info@assurityconsulting.co.uk](mailto:info@assurityconsulting.co.uk) or inform us that you no longer wish to receive emails from us.

**NB.** Where there is an outstanding dispute, court proceedings, legal claim, insurance claim, or similar we will extend the retention periods stated below of data relevant to the case until the case is closed and the window of opportunity to appeal any decision is considered to be closed.

### **Who is the data controller and who processes your data?**

Assurity Consulting Limited is the data controller. We have our own in marketing team and CRM system we so process much of the required personal data for the purposes of marketing our information to you. However, there are some EU based third parties that we may need to send your data to and from, or may view your data for processing, these include but are not limited to a

- Marketing agency
- Website agency
- Direct marketing consultancy
- Search engine optimisation consultancy
- Mass email marketing company
- Online survey company
- Webinar hosting company
- Venue where we are hosting an event

### **What are your rights as a data subject?**

If you would like to realise any of these rights please contact us using the contact details provided in the how to contact us section of this document. Please make it clear what right you want to realise and be as specific as possible with what you want so that we can prioritise your request.

**Right to be informed** – you have the right to be informed about how and why we process your personal data. This privacy notice is designed to meet this requirement.

**Right of access** – you have the right to access your personal data that we hold on you. If you make a request please try and be as specific as possible about the type of data you would like to have access to and the time frames you would like us to look at. We may contact you to discuss your request to help to meet your needs.

**Right to rectification** – you have the right to request that we rectify your personal data. We also want to make sure that your personal data is accurate and up to date.

Please let us know if there is data about you that you believe is incorrect and needs to be rectified.

**Right to erasure** (to be forgotten) – you have the right to request the deletion or removal of personal data. We believe that we have set out clearly the data we hold, the legal bases for processing the data and a realistic retention period which balances the rights of you as an individual against the interests of us and third parties. However, if you believe that we have data on you that should be deleted, please let us know, so that we can investigate.

**Right to restrict processing** – you have the right to request that we ‘block’ or suppress processing of data (including deletion of data). If you wish to exercise this right please let us know the reasons for this.

**Right to object** – you have a right to object to our processing of your personal data. If you wish to exercise this right please give clear details on the grounds of your objection.

**Right to data portability** – We do not believe that we hold data on our website visitors that falls into the definition of this right within the GDPR regulations. However if you believe we are incorrect please let us know why and what data you believe we should enable for portability.

**Rights related to automated decision making including profiling** – you have a right to be informed that profiling or automatic decision making will be performed, right of access to things like the logic involved in automatic decision making, right not to be subject to a decision based solely on automated decision making. If we wish to profile your data or automate decisions based on your data we will let you know as soon as possible.

**Right to lodge a complaint with a supervisory authority** – you have the right to raise a complaint with the supervisory authority in the country where you live, where you work, or where the infringement took place. In the UK the supervisory authority is the ICO ([ico.org.uk](http://ico.org.uk)).

### **Changes to this privacy notice**

We regularly review our privacy notices. The most up to date privacy notices are available on our website. The date of issue of this privacy notice is indicated in the footer of the document.

### **How to contact us?**

Please contact us if you have any questions about this privacy notice or the personal data we hold about you:

Email: [dataprotection@assurityconsulting.co.uk](mailto:dataprotection@assurityconsulting.co.uk)

Mail: Data Protection Compliance Coordinator, Assurity Consulting Ltd, 26 Redkiln Way, Horsham, West Sussex, RH13 5QH