

## Insurgo Media Services Limited

### Privacy Policy

This website is provided by Insurgo Media Services Limited. This privacy policy describes how Insurgo Media Services Limited protects and makes use of the information you give us when you use our website. This Policy is designed to help you feel more confident about the privacy and security of your information when using our website.

By using our website, you agree to the collection and use of your personal information by us in accordance with this Policy. If you do not agree to the terms of our Policy, please do not provide us with any information and do not continue to use our website.

This policy will explain areas of our website that may affect your privacy and personal details, how we process, collect, manage and store those details and how your rights under the GDPR and DPA are adhered to. Additionally, it will explain the use of cookies or software, advertising or commercial sponsorship from third parties and the download of any documents, files or software made available to you (if any) on this website.

This Privacy Policy (together with our Terms and Conditions) set out the basis on which we process any personal information we collect from you, or that you voluntarily provide to us.

If you have any questions regarding our Policy, please email us at [compliance@insurgomedia.com](mailto:compliance@insurgomedia.com).

The terms **company/us/we/our** when used in this Policy refer to Insurgo Media Services Limited, and the terms **you/your** means a user of our website.

#### The DPA & GDPR May 2018

Insurgo Media and our website complies to the DPA (Data Protection Act 1998) and already complies to the GDPR (General Data Protection Regulation) which comes into effect from May 2018.

#### Information we may collect from you

Some data will be collected automatically by our website and other data will only be collected if you voluntarily submit it, for example, when completing the contact form.

We may collect and process the following information about you:

- i. Information that you provide when registering for our services
- ii. Information that you authorise a third party (i.e. social media such as Facebook) to share with us, such as your email address or other information that may identify you;
- iii. Correspondence, or a record of it, if you should contact us;
- iv. Statistical data about your browsing actions and patterns, which does not identify you. This means information about your computer and your use of our Services, including (where available) your IP address, unique mobile device identifier (UDID), International Mobile Equipment ID (IMEI), Android ID, device MAC address, browser information, operating system, timestamps, the pages that you request, applications downloaded, traffic data, location data, weblogs and other communication data, and the resources that you access.

#### How we use and share your information:

Collecting this data helps us understand what you are looking for from the company, enabling us to deliver improved products and services.

Specifically, we may use data:

- To improve security
- For marketing purposes, where you consent to this
- To protect the rights, property or safety of ourselves and/or other website users;
- To improve the products and services we provide
- To contact you in response to a specific enquiry
- To customise the website for you
- To send you promotional emails about products, services, offers and other things we think might be relevant to you
- To call you about products, services, offers and other things we think might be relevant to you
  
- Where we are obliged, or permitted, to do so by applicable law, regulation or legal process; or

We may compile statistics about the use of our site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties. Data will only be shared and used within the bounds of the law.

We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Data provided by users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the data for the purposes for which it was originally collected.

### **Keeping your data secure**

We take appropriate organisational and technical measures to protect your personal information that we hold. We limit access to personal information to those who we believe reasonably need to come into contact with that information in order to carry out their day to day activities.

We store your data on our secure servers in the UK and Europe. It may also be stored outside of Europe, where it could be viewed by our staff or select suppliers. By using our website, you agree to this.

Transmitting information over the internet is generally not completely secure, and we can't guarantee the security of your information. Any information you transmit is at your own risk.

We have processes, procedures and security features in place to try and keep your information secure once we receive it.

We only keep your data for as long as we need to in order to use it as outlined in this policy and/or for as long as we have your permission to keep it.

We may pass on your personal information if we have a legal obligation to do so. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of us.

### **Use of Cookies**

Our website uses cookies to better the users experience while visiting the website. As required by legislation, where applicable this website uses a cookie control system, allowing the user to give explicit permission or to deny the use of /saving of cookies on their computer / device.

#### **What are cookies?**

Cookies are small files saved to the user's computers hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors or use the cookie control system if available upon their first visit.

Like other website we use cookies. Cookies are small data files transferred onto devices. It enables our website to identify your device as you view different pages on our website.

Cookies allow websites and applications to store your preference in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

We may use cookies to:

- Improve security and efficiency
- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting
- To recognise when you return to our website. We may show your relevant content or provide functionality you used previously.
- To display targeted advertising on unaffiliated sites

Cookies do not provide us with access to your device or any information about you, other than that which you choose to share with us.

### **Analytics Tools**

Our Site uses analytics services provided by Google Analytics and Hotjar. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how people use Our Site. This, in turn, enables us to improve Our Site and the products and services offered through it.

You can learn more about Google Privacy by visiting <https://www.google.com/intl/en/policies/privacy/>.

You can find out more about Hotjar Privacy by visiting <https://www.hotjar.com/privacy>.

### **How Do We Use Cookies in Emails?**

In addition to using cookies on Our Site, we use cookies and similar technologies in some of the emails we send to you. Just like the cookies on Our Site, these are used to help us understand your use of Our Site and to keep improving it.

Emails from Us may contain links. Each one of those links will contain a unique tag which enables us to track which links are being used and by whom. This information can then be used to improve and tailor our emails in the future.

### **Controlling Cookies**

Most browsers allow you to choose whether to accept cookies or not. If you do not want our website to store cookies on your device you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

You can choose to delete Cookies at any time however you may lose any information that enables you to access Our Site more quickly and efficiently.

To learn more about cookies and how they are used, visit <http://www.allaboutcookies.org/>.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

To learn more about how to opt out of being tracked by Hotjar across all websites visit <https://www.hotjar.com/opt-out>.

### **Website Visitor Tracking**

This website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

### **Adverts and Sponsored Links**

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertiser's website through a referral program which may use cookies and will track the number of referrals sent from this website.

This may include the use of cookies which may in turn be saved on your computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

### **Downloads & Media Files**

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third party anti-virus software or similar applications.

### **Contact & Communication With us**

Users contacting us through this website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you products/services information through a mailing list system. This is done in accordance with the regulations named in 'The policy' above.

### **Email Mailing List & Marketing Messages**

We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe at any time through an automated online service, or if not available, other means as detailed in the footer of sent marketing messages (or [unsubscribe from all Mailchimp lists](#)). The type and content of marketing messages subscribers receive, and if it may contain third party content, is clearly outlined at the point of subscription.

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data.

### **External Website Links & Third Parties**

Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites).

Shortened URL's; URL shortening is a technique used on the web to shorten URL's (Uniform Resource Locators) to something substantially shorter. This technique is especially used in social media and looks similar to this (example: <http://bit.ly/zyVUBo>). Users should take caution before clicking on shortened URL links and verify their authenticity before proceeding.

We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

### **Social Media Policy & Usage**

We adopt a Social Media Policy to ensure our business and our staff conduct themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page. You can find further information about some social media privacy and usage policies in the resources section below.

### **Website Disclaimer**

Links to other sites may be included on our Site. Unless expressly stated, these sites are not under our control. We neither assume nor accept responsibility or liability for the content of third party sites. The inclusion of a link to another site on our Site is for information only and does not imply any endorsement of the sites themselves or of those in control of them.

To the fullest extent permissible by law, We accept no liability to any user for any loss or damage, whether foreseeable or otherwise, in contract, tort (including negligence), for breach of statutory duty, or otherwise, arising out of or in connection with the use of (or inability to use) our Site or the use of or reliance upon any content included on our Site.

The content on our Site does not constitute advice on which you should rely. It is provided for general information purposes only. Professional or specialist advice should always be sought before taking any action.

We make no representation, warranty, or guarantee (whether express or implied) that Our Site will meet your requirements, that it will not infringe the rights of third parties, that it will be compatible with all software and hardware, or that it will be secure.

We make reasonable efforts to ensure that the content on our Site is complete, accurate, and up-to-date. We do not, however, make any representations, warranties or guarantees (whether express or implied) that the Content is complete, accurate, or up-to-date.

We exercise all reasonable skill and care to ensure that Our Site is free from viruses and other malware. We accept no liability for any loss or damage resulting from a virus or other malware, a distributed denial of service attack, or other harmful material or event that may adversely affect your hardware, software, data or other material that occurs as a result of your use of Our Site (including the downloading of any Content from it) or any other site referred to on Our Site.

### **Access to Information**

You have the right to access information we hold about you. Your right of access can be exercised in accordance with the DPA and GDPR (General Data Protection Regulation). You may request access to it, or correction or deletion of your personal information, by contacting us at [compliance@insurgomedia.com](mailto:compliance@insurgomedia.com). We will respond to your request within a reasonable timeframe.

### **Contacting Us**

If you have any questions about our Site or this Privacy Policy, please contact us by email at [compliance@insurgomedia.com](mailto:compliance@insurgomedia.com); by telephone on +44 1495 372000, or by post at Unit 11 Roseheyworth Business Park, Abertillery, Gwent, NP13 1SP, United Kingdom.

### **Changes to our Privacy Policy**

We will review of our Privacy Policy on an annual basis and any changes that we make to it will be published on our website. The latest version is published on this page and we recommend that you check this page regularly to keep up-to-date. This privacy policy was updated on 18<sup>th</sup> April 2018.