



TOAD PRIVACY & COOKIE POLICY

TOAD (trading name of Mother's Best Child Limited) is committed to protecting and respecting your privacy. This Privacy and Cookies Policy will explain how the company uses any personal data collected from you when you visit www.toadlondon.com.

www.toadlondon.com is operated by Mother's Best Child Limited ("we", "us", "our"), a company incorporated in London with company number 08044215 and registered office at Ireland & Company, 10 Station Street, Kibworth Beauchamp, Leicester, Leicestershire, LE8 0LN, United Kingdom. Mother's Best Child Limited is the "data controller" (i.e. the company who decides the means and purpose for the processing of your personal data) for the purpose of applicable data protection law. If you have any questions or comments about this Privacy and Cookies Policy, please email us at privacy@toadlondon.com.

What data do we collect?

TOAD collects the following data:

- Personal identification information (name, email address, phone number)
- Company information (name, company address, email address, phone numbers)
- Cookie information (IP address, log and analytical information)

How do we collect and use your data?

We collect data and process data when you:

- **Contact us about our services**, the emails you send may include personal information such as your name, address, email address, telephone number, your company's address and your enquiry. We use this information to respond to your enquiries.
- **Contact us about job opportunities or respond to a job advert**, the emails you send may include personal information such as your name, address, email address, telephone number, your home address, CV or portfolio. We use this information to respond to your enquiries.
- **Sign up to our newsletter**, to do this you will share your email address, first and last names. We use this information to send you 1-2 personalised emails per month.
- **Visit our website**, www.toadlondon.com uses cookies to deliver content, collect log and analytical information about how visitors use the website. The cookies will obtain your device's IP address and/or other internet log information but no other personal data.

TOAD may also receive your data indirectly from the following sources:

- **Introductions**, you may have been introduced to a member of the TOAD team through an existing client, partner or employee relationship. This introduction may include personal



information such as your name, address, email address, telephone number, your company's address and the introduction. We use this information in our response.

Data Retention

We will hold your personal information on our systems for as long as is necessary for the relevant purpose. Once this time period has expired, we will remove and delete your data across our systems.

Security

We will take all reasonable technical and organisational precautions to prevent the loss misuse or alteration of your personal information.

Do we share your personal information with anyone else?

We keep your information confidential, but may disclose it to our personnel, suppliers or subcontractors for the purpose of producing work with you or your company.

What are your data protection rights?

TOAD would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- **The right to access** - You have the right to request TOAD for copies of your personal data. We may charge you a small fee for this service.
- **The right to rectification** - You have the right to request that TOAD correct any information you believe is inaccurate. You also have the right to request TOAD to complete information you believe is incomplete.
- **The right to erasure** - You have the right to request that TOAD erase your personal data, under certain conditions.
- **The right to restrict processing** - You have the right to request that TOAD restrict the processing of your personal data, under certain conditions.
- **The right to object to processing** - You have the right to object to TOAD's processing of your personal data, under certain conditions.
- **The right to data portability** - You have the right to request that TOAD transfer the data that we have collected to another company, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email privacy@toadlondon.com.

Marketing

- We may process the personal contact information you provide to us for the purposes of marketing to send you information about our services, and if you sign up to our newsletter to keep you updated with information about TOAD.
- We use the following third party providers for marketing, MailChimp, LinkedIn, Facebook, Instagram, Twitter and Google Analytics.

You have the right at any time to stop TOAD from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please email privacy@toadlondon.com and use the unsubscribe link in our newsletter emails.

What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

Type of Cookies We Use

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on your personal computer or mobile device when you go offline, while Session Cookies are deleted as soon as you close your web browser. We use both session and persistent Cookies for the purposes set out below:

Necessary / Essential Cookies

Type: Session Cookies

Administered by: Us

Purpose: These Cookies are essential to provide you with services available through the Website and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these Cookies, the services that you have asked for cannot be provided, and We only use these Cookies to provide you with those services.

Cookies Policy / Notice Acceptance Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies identify if users have accepted the use of cookies on the Website.

Functionality Cookies

Type: Persistent Cookies

Administered by: Us

Purpose: These Cookies allow us to remember choices you make when you use the Website, such as remembering your login details or language preference. The purpose of these Cookies is to provide You with a more personal experience and to avoid You having to re-enter your preferences every time You use the Website.

Tracking and Performance Cookies

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: These Cookies are used to track information about traffic to the Website and how users use the Website. The information gathered via these Cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the Website. We may also use these Cookies to test new advertisements, pages, features or new functionality of the Website to see how our users react to them.

Targeting and Advertising Cookies

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: These Cookies track your browsing habits to enable Us to show advertising which is more likely to be of interest to you. These Cookies use information about your browsing history to group you with other users who have similar interests. Based on that information, and with Our permission, third party advertisers can place Cookies to enable them to show adverts which We think will be relevant to your interests while you are on third party websites.

Social Media Cookies

Type: Persistent Cookies

Administered by: Third-Parties

Purpose: In addition to Our own Cookies, We may also use various third parties Cookies to report usage statistics of the Website, deliver advertisements on and through the Website. These Cookies may be used when you share information using social media networking websites such as Facebook, Instagram, Twitter or LinkedIn.

Your Choices Regarding Cookies

If you prefer to avoid the use of Cookies on the Website, first you must disable the use of Cookies in your browser and then delete the Cookies saved in your browser associated with this website. you may use this option for preventing the use of Cookies at any time.

If you do not accept Our Cookies, you may experience some inconvenience in your use of the Website and some features may not function properly.



If you'd like to delete Cookies or instruct your web browser to delete or refuse Cookies, please visit the help pages of your web browser.

For the Chrome web browser, please visit this page from Google:

<https://support.google.com/accounts/answer/32050>

For the Internet Explorer web browser, please visit this page from Microsoft:

<http://support.microsoft.com/kb/278835>

For the Firefox web browser, please visit this page from Mozilla:

<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>

For the Safari web browser, please visit this page from Apple:

<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

For any other web browser, please visit your web browser's official web pages.

More Information about Cookies

You can learn more about cookies: [All About Cookies](#).