

Protecting the security and privacy of your personal data is important to Consult SMB Limited. Therefore, Consult SMB Limited referred to under corporate information on the website ("CSMB") operates this website in compliance with applicable laws on data privacy protection and data security.

CSMB processes and stores personal data in accordance with Data Protection Legislation. CSMB is committed to safeguarding and preserving your privacy when visiting our Site or communicating with us.

In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the personal data we collect.

- We are considerate about the personal information we ask you to provide and the personal information that we collect about you through the operation of our services.
- We store personal information only for as long as we have a reason to keep it.
- We aim for full transparency on how we gather, use, and share your personal information.
- CSMB acknowledges the rights of individuals to whom the personal data relates, and ensures that these rights can be exercised in accordance with the Data Protection Legislation.

This Privacy Policy provides an explanation as to what happens to any personal data that you provide to us, or that we collect from you.

In this policy, "Data Protection Legislation" refers to the General Data Protection Regulation (Regulation (EU) 2016/679), and the Data Protection Act 2018 to the extent that it relates to the processing of personal data and privacy and all applicable Law about the processing of personal data and privacy.

In the above statement, 'Law' means any law, subordinate legislation within the meaning of Section 21(1) of the Interpretation Act 1978, bye-law, enforceable right within the meaning of Section 2 of the European Communities Act 1972, regulation, order, regulatory policy, mandatory guidance or code of practice, judgement of a relevant court of law, or directives or requirements with which CSMB is bound to comply.

What information do we collect about you?

We only collect information about you if we have a reason to do so – for example, to provide services or information more tailored to your needs, to communicate with you, or to improve our services.

In operating our Site, we may collect and process the following data about you:

- Details of your visits to our Site and the resources that you access, including, but not limited to, traffic data, location data, weblogs, IP address, operating system, access times, what browser you are using and other communication data.

- A number of Sites within our group of companies are tracked using Google Analytics (see Cookies).
- Information that you provide by filling in forms on our Site, such as when you register for information or make a purchase.
- Information provided to us when you communicate with us for any reason.

Your choices about marketing communications:

Personal information will only be collected with your consent. Here are some examples:

When you complete our contact form to receive email communications from us, we will ask you to provide us with the minimum information needed to facilitate your request such as your name, email address, subject and your message. By submitting your personal information you are consenting to receive the particular piece of information you requested.

Types of communications may include:

- Product Updates
- Newsletter
- Whitepaper and Intelligence including reports, blogs, guides and surveys
- Exhibition and Event
- Video, Podcast and Webinar
- Promotional Offer
- CSMB Company Updates
- Preferred communication method:
- Email
- Phone
- Direct Mail

Personalised and tailored communications

In our email communications we may track your IP address (until you opt-in to receive communications you remain anonymous), to help us identify and monitor how visitors interact with our Website.

We may also use tracked hyperlinks in our email broadcasts, which help us monitor which parts of our emails our audience are most interested in. We may use this data to develop future communications and promotions which we hope will be more relevant to you. The information we collect is used to help us segment our database by profiling our customers using marketing automation tools.

We use this information to profile and identify audiences and to target future messages according to your preferences and personal experiences which enables us to deliver personalised, tailored and targeted content and messages that match your specific wants and needs.

How we use information

We use information about you as described above and as follows:

- To communicate with you about offers and promotions offered by CSMB, solicit your feedback, or keep you up to date on CSMB and our products and services;
- To monitor and analyse trends and better understand how users interact with our websites, which helps us improve our services and make them easier to use;
- To monitor and protect the security of our services, fight spam, and protect the rights and property of CSMB.

How long do we retain your personal information?

We may retain your personal data as long as you are registered to use the Site. You may request that your personal information is deleted at any time by emailing info@consultsmb.com

In some cases, there are legal requirements to keep personal data for a minimum period, for example if it must be retained by court or tribunal order or where CSMB is under a contractual obligation to retain it. If there is no such legal requirement, CSMB will only keep the personal data for so long as it is necessary for the purposes for which it was collected, or as expressly consented. If we no longer need your personal information, we will delete or de-identify it. Even if we delete your personal data, it may persist on backup or archival media for an additional period of time for legal, tax or regulatory reasons, or for legitimate and lawful business purposes.

If you apply for a job with us, and if your application is not successful in the first instance, we may retain your personal information for up to twelve months so that we can consider you for other positions that may become available. If you would prefer us not to retain your personal information for recruitment purposes, please email info@consultsmb.com

Sharing of information

We do not share or sell your personal information with any other organisation, and we won't pass on your details except when we need to do so in order to complete a transaction – e.g. when arranging for a courier company to deliver goods that you have ordered.

There are, however, certain circumstances in which we may disclose, transfer or share your personal data with certain third parties without further notice to you, which are as follow:

- you have consented to the transfer/sharing of data;
- the transferring/sharing of data is necessary for the performance of a contract;
- the transferring/sharing of data is required under a legal obligation;
- the transferring/sharing of data is necessary to protect your vital interests;

- the transferring/sharing of data is necessary to carry out public functions (such as the administration of justice); or
- the transferring/sharing of data is necessary to pursue the legitimate interests of the company or third parties (unless it could unjustifiably prejudice your interests).

Business transfers

As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganisation, dissolution or similar event, personal data may be part of the transferred assets. You acknowledge and agree that any successor to or acquirer of CSMB (or its assets) will continue to have the right to use your personal data and other information in accordance with the terms of this Privacy Policy.

Employees, independent contractors and service providers

We ensure that all employees understand their individual responsibility relating to the requirements of the Data Protection Legislation. Employees are provided with appropriate training, instruction and supervision so that duties are carried out effectively and consistently. Employees will only be given access to personal data that is appropriate for the effective completion of their duties and tasks. We may engage service providers and contractors that act on behalf and under the instructions of CSMB to perform certain business-related functions. These service providers will only be provided with appropriate and minimal information for the duties/tasks to be undertaken. CSMB requires that all such service providers endorse the principles set out under the Data Protection Legislation and adopt adequate technical and organisational security measures to ensure the processing of personal data only as instructed by CSMB and for no other purposes.

Where information is stored

We use appropriate technical, organisational and administrative measures to protect any personal information we process about you. All personal information collected from you is stored on servers in the United Kingdom and other countries within the European Economic Area ("EEA").

We will protect your personal information in accordance with this Privacy Statement wherever it is processed.

Cookies & other technologies

On occasion, we may gather information about your computer to provide statistical information regarding the use of our Site. Similarly, we may gather information about your general internet use by using a cookie file. This information helps us improve our Site and the services that we provide to you.

CSMB uses cookies and other tracking technologies to help us identify and track visitors, usage, and access preferences for our Site, as well as track and understand email campaign effectiveness and deliver targeted ads.

Such information will not identify you personally – it is statistical data about our visitors and their use of our Site. This statistical data does not identify any personal details whatsoever. Examples of statistical information that we collect automatically:

Log information: when you visit our site, we collect information that web browsers, mobile devices, and servers typically make available, such as the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information.

Usage information: We collect information about your usage of our Site. For example, we collect information about your page views, referring/exit pages, duration of your visit, along with information about the type of device you used to access our Site. We use this information to perform statistical analyses of user behaviour and characteristics in order to measure interest in, and use of, the various areas of the Site. You cannot be identified from this information.

Location information: We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Site from a geographic region.

For more information about the use of cookies and other online advertising technologies, please visit www.allaboutcookies.org. For more information about how you can exercise your choices in regard to online advertising, please visit www.aboutads.info.

Our policy towards children

We do not knowingly collect personal data from children. Please do not supply any personally identifiable information for a person under the age of 13 through any of our sites. If you are under the age of 13 and believe you have already provided personally identifiable information through the site, please have your parent or guardian contact us immediately at info@consultsmb.com that we can remove such information from our records.

Accessing, Correcting, Updating or Deleting Personal information

Marketing communications: You may at any time review or update your preferences or opt-out of any marketing mailing list for which you previously asked us to include you by sending us an email at info@consultsmb.com.

However, if you want to delete or receive a copy of the personal information we hold about you in our systems, you will need to email your request to info@consultsmb.com

Links to other sites

This site contains links to other sites. We do not control the information collection of sites that can be reached through links from our sites. If you have questions about the data collection procedures of linked sites, please contact those companies directly.

Contacting us

If you have any questions, comments or concerns regarding this Privacy Policy, then please contact us via email at: info@consultsmb.com, by calling us on +44 (0)203 411 2321 , or in writing to Data Protection Officer, Consult SMB Limited, 16 South End Croydon CR0 1DN.

Privacy policy changes

We may change this Privacy Statement from time to time. If we make any changes, we will post these on this page and change the "Last Updated" date below. We encourage you to check this Privacy Statement frequently to stay informed of the latest modifications.