

### GDPR COMPLIANCE

As you are probably aware, the new EU General Data Protection Regulations (GDPR) came into force on the 25<sup>th</sup> May 2018, when it superceded the UK Data Protection Act 1998. Significant and wide-reaching in scope, the new law brings a 21<sup>st</sup> century approach to data protection. It expands the rights of individuals to control how their personal information is collected and processed and places a range of new obligations on organisations to be more accountable for data protection.

GDPR compliance is not just a matter of ticking a few boxes; the Regulation demands that we are able to demonstrate compliance with the data protection principles. This involves taking a risk-based approach to data protection, ensuring appropriate policies and procedures are in place to deal with the transparency, accountability and individuals' rights provisions, as well as building a workplace culture of data privacy and security.

With the appropriate compliance framework in place, we will also be able to show you that we are trustworthy, responsible and derive added value for the data we hold.

We currently hold:

- Your Business Address
- Your Name
- Your Business Email and Telephone Number

Your information can be used in the following ways:

- Process your order
- Manage your account
- Inform you about new products and services
- Suggest products we may think relevant to you
- Develop improvements in our services

We do NOT:

- Sell Your Contact Data
- Pass on to any 3<sup>rd</sup> party your details without your written consent

You can request access to your data record at any time.

You can withdraw your consent at any time.

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## INFORMATION

When someone visits THE NBC Group website we collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site.

We collect this information in a way which does not identify anyone. We do not make any attempt to covertly find out the identities of those visiting our website. We will not associate any data gathered from this site with any personally identifying information from any source.

If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

## REGISTRATION

Registration for any form of free information, material, service or contact is not required simply to view the Site. If you elect to register for any free information, material, service or contact, NBC Group asks you for information that enables us to deliver such information, material or service, or to make such contact. You will be registering with NBC Group on the form provided and such registration may require you to provide contact information such as your name and email address.

## AGGREGATE INFORMATION

From time to time, we may collect general, non-personal, statistical information about the use of the site, such as how many visitors visit a specific page, how long they stay on that page, and which hyperlinks, if any, they “click” on. We collect this information through the use of technologies such as “cookies” and “IP addresses”, which are discussed in greater detail below. We may also group this information into aggregate visitor data in order to describe the use of the site to third parties, or in response to a government request. However, please be assured that this aggregate data will in no way personally identify you, other list members or any other visitors to the site.

## IP ADDRESSES

An IP address is a number that’s automatically assigned to your computer whenever you’re surfing the web. Web servers, the computers that “serve” web pages, automatically identify your computer by its IP address. NBC Group collects IP addresses for purposes of system administration, to report aggregate information to third parties and to track the use of the site. When visitors request pages from the site our servers log the visitors’ IP addresses. We reserve the right to use IP addresses to identify a visitor or list member when it will enhance the users

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experience or if we feel it is necessary to enforce compliance with the site's policies or to protect NBC Group, the site, its visitors, our Internet Service Provider partners, the list members or others.

## COOKIES

Cookies are pieces of information that a website transfers to an individual's hard drive for record-keeping purposes. Cookies make web-surfing easier for you by saving your preferences while you're at the site. The use of cookies is an industry standard - You'll find them at most websites. They are not used to store personal information, or to retain historical or transactional subscriber data. By showing how and when visitors use the site, cookies help us see which areas are popular and which are not. Information such as the total number of visitors and pages viewed is most easily tracked with cookies. We may use the information from cookies to make improvements and updates to the site and to tailor our services to our visitors' and list members' needs.

The only tool we regularly use that adds cookies to visitors' computers is Google Analytics, which includes doubleclick.net. These cookies have the names `_ga`, `_utma`, `_utmb`, `_utmc`, `_utmz`, `_drt_` and `id`.

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

Most web browsers allow some control of most cookies through the browser settings, and most browsers are initially set up to accept cookies. You can reset your browser to refuse all cookies or indicate when a cookie is being sent. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

To opt out of being tracked by Google Analytics across all websites right across the internet visit <http://tools.google.com/dlpage/gaoptout> However, please be aware that some features of the site will not function properly or may be slower if you refuse cookies.

## Clear Gifs (Web Beacons/Web Bugs)

Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly in HTML files and are about the size of the full stop at the end of this sentence.

We may use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you no longer wish to receive our promotional communications by email, you may opt-out of receiving them by following the instructions included in each communication.

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On some pages of this site we may encode clear gifs in order to make use of Google AdWords remarketing facility to show our Ads on other web sites. Each of our Ads that you see on another site will contain a link to enable you to stop seeing our Ads should you not wish to do so in future.

## PROFILE

We may store information that we collect through cookies and clear gifs to create a “profile” of your preferences. We may tie your personal information to information in the profile to provide tailored promotions and marketing offers or to improve the content of the site for you. We do not share your profile with, or sell it to, any third parties.

### Information Sharing and Disclosure

Except for the limited situations listed here in this Privacy Policy, we will not share your personal information with third parties. NBC Group is opposed to SPAM and actively encourages internet users and site owners to be aware of, understand and comply with anti-spam regulations.

## CUSTOMER SERVICE

Based upon the information you provide us, we will use it to communicate with you in response to your inquiries and to provide the services, information and materials you request. We may communicate with you by email or telephone. If you have voluntarily given us your postal address for the purpose of communicating with you by mail, we will use your information to do so.

## BULLETINS AND PROMOTIONS

We may provide you the opportunity to opt-in to additional bulletins or promotional communications sent by email/ surface mail. If you have opted in or otherwise qualify to receive these forms of communication, we will use your name/address and email address to communicate with you. Out of respect for your privacy, we provide you a way to unsubscribe. Please see the “Choice and Opt-out” section.

## CHOICE/OPT-OUT

Email messages may be required to fulfill services to you. You may opt out of these communications, which are not promotional in nature. If you do not wish to receive them you may opt-out and/or deactivate your account by following the instructions included in each communication or by contacting NBC Group Support at [IT@nbcgroup.co.uk](mailto:IT@nbcgroup.co.uk)

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## CHANGES TO THIS POLICY

The terms of this Privacy Policy may change from time to time. We will notify you of any material changes to this Privacy Policy by posting a notice on the home page of the site for a reasonable period of time after such changes are made that this Privacy Policy has been updated, and by changing the “Effective” date at the top of this Privacy Policy. We encourage you to check this page periodically for any changes. Your continued use of the site and participation in any activities involving this site in any way following the posting of changes to these terms will mean you accept those changes.

## CONTACT US

We value your opinions. If you have comments or questions about our Privacy Policy, please send them to NBC Group Ltd, [afox@nbcgroup.co.uk](mailto:afox@nbcgroup.co.uk)