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## **OUR PRIVACY POLICY**

We have provided this Privacy Policy Statement to help you understand how we collect, use and protect your information when you visit our websites and when you generally use our products and services. We wish to help you make informed decisions, so please take a few moments to read the sections below and learn how we may use your personal information.

### **Using your personal information**

The only personal information that is collected at this website, is the personal information that you choose to provide to us – for example when:

- You subscribe to receive one or more our regular newsletters (by email).
- You request further information about a product or service.
- You contact us with an enquiry or complaint.
- You submit a job application
- You respond to a competition or survey.
- You register and/or participate in an incentive programme or a promotion that we organise on behalf of a Third Party.

Your personal information will only be used for the purpose for which you have provided it. Where we would also like to use that information to contact you about new products and services, we let you know and ask your permission. For more information on Marketing and Privacy Practices, please [click here](#).

### **Marketing and Privacy Practices**

We use the following methods to inform our clients/customers about new products, and services – post, telephone, email, text and other forms of electronic communication that your mobile phone may be capable of receiving such as mms, video etc.

However, because we understand that you do not wish to receive marketing by all these channels all the time, we allow you to tailor how we might communicate with you. When we collect contact information from you that we think we might use to send you marketing messages, we notify you of your marketing choices and offer you the opportunity to indicate your objections.

So that you might change your mind about your choices at any time in the future, we offer a range of ways in which you can inform us about your marketing preferences:

- All email messages and email newsletters will contain information on how you can stop us sending you email marketing.
- At any time you can call our client services team and advise them that you would like to change your marketing preferences.
- You can contact Adding Value's Data Protection Department on [data.protection@addingvalue.com](mailto:data.protection@addingvalue.com) explaining which marketing messages you would like to receive and/or which you object to.

We do not – generally - rent, sell or disclose your contact details to third parties so that they can carry out their own marketing campaigns. However, ***in highly rare and exceptional circumstances***, where we are providing specific service or specific content with another company, we may share your contact information with that company in order that they might contact you about their products and services. In these ***highly rare and exceptional circumstances***, we will ensure that you are given clear notice about this and we will provide you with information on how you can object to that happening.

From time to time, we may run joint marketing campaigns with carefully selected partners with whom we may have specially negotiated offers and discounts for our clients. Because we understand the concerns that you might have about your information being shared with others, when this happens, we remain in control of your customer information and will not allow those third parties to use those details for their own purposes in future.

## **Cookies**

We may use cookies and other interactive techniques such as web beacons to collect non-personal information about how you interact with our website, and web-related products and services, to:

- Understand what you like and use about our website;
- Understand what you do not like and do not use on our website;
- Provide a more enjoyable, customised service and experience, and
- Help us develop and deliver better products and services tailored to our customers' interests and needs.

We may use a persistent cookie to record details such as a unique user identity and general registration details on your PC. This helps us recognise you on subsequent visits to this website so that you don't have to re-enter your registration details each time you visit us and allows us to carry out the activities mentioned above.

Most browser technology (such as Internet Explorer, Netscape etc) allows you to choose whether to accept cookies or not – you can either refuse all cookies or you can set your browser to alert you each time that a website tries to set a cookie. More information on what cookies are and how you can manage them using the cookie settings in your browser can be found here [www.allaboutcookies.org](http://www.allaboutcookies.org).

Please note that if you refuse our cookie or delete it at a later date, you will have to enter your registration security details each time you visit this site or wish to use one of our web-related services or products.

## **Adding Value and security**

Adding Value recognises that its clients are increasingly concerned about how companies protect personal information from misuse and abuse. Adding Value has specialised security suppliers who are constantly reviewing and enhancing our technical, physical and managerial procedures and rules to protect your personal data from unauthorised access, accidental loss and/or destruction.

Where we have contracted with a third party to provide some part of a service that you have requested, we will ensure that those agents, by written agreement, are required to implement similar security measures and will process your information only as authorised by Adding Value to fulfil the service that they have been contracted to provide on our behalf. Those third parties will **not** be entitled to use your personal data for their own purposes. Where necessary, our security teams will audit a third party to ensure that they are meeting the security promises that they have made to Adding Value Business Limited and Adding Value Live Limited.

Please be aware that communications over the Internet, such as emails/webmails, are not secure unless they have been encrypted. Your communications may route through a number of countries before being delivered - this is the nature of the World Wide Web/Internet. Adding Value cannot accept responsibility for any unauthorised access or loss of personal information that is beyond our control.