

## **Attract Creative Ltd. Privacy Policy**

The following privacy statement applies to the practices of Attract Creative Ltd. with respect to the information held about you by Attract Creative and the information that Attract Creative collects about you.

### **Registered Address:**

Denby House Business Centre, Taylor Lane, Loscoe, Derbyshire DE75 7AB, United Kingdom

Attract Creative Ltd. is a company registration in England and Wales No. 15085963.

Attract Creative is based in the United Kingdom and may utilise systems e.g. websites and other applications which capture, process and store data via infrastructure which is outside your country of residence. As the Data Controller, Attract Creative is committed to ensuring your personal information is collected processed and stored securely.

### **What we collect, process and store about you**

Attract Creative collects your personal information when you register, purchase products and/or services, request information or otherwise communicate directly with us. This data is collected via our website, direct sales and/or via our exhibiting/advertisement activities. In addition, we also hold your personal information having received it from an authorised third party. For example, your personal information may be passed to us due to your involvement in an exhibition or live event by an event organiser or research company for the express purposes of us offering you our products and services in connection with that event.

Attract Creative may also collect and process your personal information when acting on behalf of an existing client via one of our data capture services to them. In this case, Attract Creative will not retain your data or use it for any purposes other than to process and transfer to our client who is the person/company with whom you gave your personal information. After data is transferred, it is securely erased and not retained or useable by Attract Creative.

Personal information means any information relating to a natural person who can be identified, directly or indirectly from that information. The personal information we hold and/or collect about you can include your name, business address, telephone number, e-mail address, the websites from which visitors arriving on Attract Creative's website originated, pages visited on the Attract Creative website and information about online activities that are directly linked to them. New data collected about you may be merged with other personal information that Attract Creative already stores.

### **How we use your personal information**

Attract Creative will collect and use your personal information to provide services to you, respond to your requests/enquiries and to market and sell our products and services. In addition to this, Attract Creative may also use personal information to conduct other legitimate business activities such as: preventing fraud, complying with law, responding to legally permitted inquiry by government, law enforcement or other authorised parties.

Where necessary to satisfy the above purposes, Attract Creative may transfer your personal information to one or more 3rd parties and these 3rd parties may use your personal information for the aforementioned purposes. Such 3rd parties may include: Attract Creative's associated companies, companies providing services to Attract Creative in conjunction with products/services provided/proposed to you and, only to the extent required by law, regulatory authorities.

If you purchase products or services online via a Attract Creative web site (or customer portal), your personal information will be used to complete any transactions you wish to enter into, including credit card processing and credit checks. Please note that Attract Creative does not store sensitive financial information such credit card numbers. Online payments are managed securely via an approved and authorised payment gateway provider.

Where your personal information is captured via a service/product provided and managed by Attract Creative on behalf of our clients, your personal information is ultimately retained and used by that client organisation. Attract Creative acts only as an authorised Data Processor (capture and handling of data only) in these instances and we will not store or use your information in our direct activities. In these cases, the information captured shall be transferred from our product/service to our end client with whom you have given consent to for the use of such information. Your personal information shall then be securely destroyed and not retained in any form by Attract Creative.

If all or any part of Attract Creative were to be sold to a 3rd party, we may transfer personal information to that 3rd party buyer as part of the assets of the business.

### **Your control & preferences**

It is your right to request at any time that personal information provided to Attract Creative is not to be used for direct marketing purposes. This can be done by clicking the "opt out" link at the foot of this privacy statement or by clicking the "opt out" or "unsubscribe" links from marketing emails which you may receive.

You should address all questions you have regarding Attract Creative capture, processing and storage of your personal information by e-mail to the Data Protection Officer at: [hello@attract-creative.com](mailto:hello@attract-creative.com). Please be aware, in order to respond to your enquiries we will take reasonable steps to verify your identity before providing or making amendments to your personal information. If you do not wish to receive information from MNP Events, contacted by email and/or have Attract Creative delete your personal information from our records, you should inform us via [hello@attract-creative.com](mailto:hello@attract-creative.com). Please be aware that whilst Attract Creative shall delete your personal information from its active databases and systems, we shall retain records (which may include personal information) for a period required to comply with law, regulation or to support products/services/transactions affected by you.

### **Attract Creative's Data Security**

To prevent unauthorised access to your personal information, Attract Creative has put in place physical, electronic and managerial/policy procedures. These include technology designed to protect your personal information processed and held by Attract Creative from being accessed, stolen, corrupted, etc. either during transit or whilst stored. Our staff are trained in data security to a level suitable for their role and authorisation to access, process and update your personal information.

## **Use of Cookies**

When you visit the Attract Creative website and enter your details, we may place a cookie on your computer. These cookies are there to help us identify you quickly when you return and improve your overall experience. Cookies are small pieces of the information stored by your browser on your computer/smart device storage media and are used to keep track of movement of an individual from one screen to another. We may use cookies alone or in conjunction with other devices to: understand how you arrived at our website, to identify your computer/smart device in the future and to identify you for future marketing. This information may also be used by our staff or authorised partners to detect and resolve problems with the website.

If you do not want this to take place, you can change your browser settings to prevent the acceptance of cookies. How to do this will depend on your specific browser and device.

## **Links**

To offer products, services and information that may interest you, we may provide links to 3rd party websites. When you click one of these links you will be transferred from the Attract Creative Ltd website to that of a 3rd party. Attract Creative Ltd does not control these websites and you should consult that site's privacy policy before providing any personal information.

## **Changes in this statement**

Our privacy statement and related policies may change from time to time and any changes will be made available here. If we should make any changes to our privacy practices which change how we use or share your personal information internally or with 3rd parties, we will take reasonable steps to inform you these changes in advance. You will then have reasonable opportunity to review and if necessary amend your preferences.

## **Opt-out**

To unsubscribe from our marketing communications and/or any other enquiry into the data we hold about you, please email: [hello@attract-creative.com](mailto:hello@attract-creative.com)

You can also use the unsubscribe link at the bottom of our e-mail communications you may receive.