



## Website privacy policy

We take your privacy very seriously and we ask that you read this Privacy Policy carefully as it contains important information on who we are, how and why we collect, store, use and share personal data, your rights in relation to your personal data and on how to contact us and supervisory authorities in the event you have a complaint.

### Who we are

This website is operated by Intelligent Positioning Ltd a company registered in England and Wales with number 6253300 whose registered office is at 168 Church Road, Hove, East Sussex, England, BN3 2DL. In this privacy policy references to we, us and our, are to Intelligent Positioning Ltd. For more information about us, please see our 'about us' page <https://www.pi-datametrics.com/about-us/>

We collect, use and are responsible for certain personal data about you. When we do so we are regulated under the General Data Protection Regulation (GDPR) which applies across the European Union and the United Kingdom as it is now enacted under the Data Protection Act 2018. We are responsible as 'controller' of that personal data for the purposes of those laws.

### Our website

This privacy policy only relates to your use of our website, <https://www.pi-datametrics.com/>

### Our collection and use of your personal data

We collect and use personal data submitted to us via our website. We collect this personal data from you either directly, such as when you contact us or request a Pi demo via our website or indirectly, such as your browsing activity while on our website (see 'Cookies' below).

The personal data we collect about you depends on the particular activities carried out through our website. Such data includes:

- Your name and contact details
- Your demo account details, such as username, login details
- We use this personal data to:
  - To contact you to book any meetings you have requested
  - To send relevant content and product updates to you
  - Customise our website and its content to your particular preferences
  - Notify you of any changes to our website or to our services that may affect you
  - Improve our services

This website is not intended for use by children under the age of 13 and we do not knowingly collect or use personal data relating to children.

### Our legal basis for processing your personal data

When we use your personal data we are required to have a legal basis for doing so. There are various different legal bases upon which we may rely, and these will depend on the personal data in question and the specific context in which we collect it.

#### The legal bases we may rely on include:

- **Consent:** where you have given us clear consent for us to process your personal data for a specific purpose
- **Contract:** where our use of your personal data is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract

- **Legal obligation:** where our use of your personal data is necessary for us to comply with the law (not including contractual obligations)
- **Legitimate interests:** where our use of your personal data is necessary for our legitimate interests or the legitimate interests of a third party (unless there is a good reason to protect your personal data which overrides our legitimate interests)

We ask for your personal data to allow you to use the Pi demo.

We rely on legitimate interests as the lawful basis for collecting and using your personal data.

In respect of any marketing data we rely on consent as the lawful basis for collecting and using your personal data.

We will keep this data until you ask us to delete it.

## Who we share your personal data with

We routinely share data within the Intelligent Positioning group.

We will share personal data with law enforcement or other authorities if required by applicable law.

## Cookies and similar technologies

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies on our website. These help us recognise you and your device and store some data about your preferences or past actions.

Contained within our website is a tracking code provided by Lead Forensics. This code enables Lead Forensics to track activity on the website and provide us with information on the IP address of the requesting computer, the date and duration of the user's visit, and the web pages which the user visits.

The Lead Forensics tool uses IP tracking for identifying businesses and is not the same as cookies. The Lead Forensics tracking code only provides information that is readily available in the public domain. It does not, and cannot, provide individual, personal or sensitive data regarding who has visited our website. It provides information on what companies have visited our website by identifying them from their IP address. This data may be used by us to contact the business about their experience or for marketing purposes. We will not pass this data to third parties for any reason. More information can be found at [www.leadforensics.com](http://www.leadforensics.com).

We use Google Analytics to measure and improve our business practice, but the data collected does not include any personal data.

## Marketing

We would like to send you information via our newsletter, which may be of interest to you. Where we have your consent or it is in our legitimate interests to do so, we may do this by email or telephone.

We will only send you marketing emails if you provide us with consent.

If you have previously agreed to being contacted in this way, you can unsubscribe at any time by:

- Contacting us
- Using the 'unsubscribe' link in emails or 'stop' number in texts
- Updating your marketing preferences

For more information on your rights in relation to marketing, see 'Your rights' below.

## Your rights

Under the GDPR you have a number of important rights free of charge. In summary, those include rights to:

- Access to your personal data and to certain other supplementary information that this privacy notice is already designed to address
- Require us to correct any mistakes in your data which we hold
- Require the erasure of personal data concerning you in certain situations
- Receive the personal data concerning you which you have provided to us, in a structured, commonly used and

- machine-readable format and have the right to transmit those data to a third party in certain situations
- Object at any time to processing of personal data concerning you for direct marketing
- Object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- Object in certain other situations to our continued processing of your personal data
- Otherwise restrict our processing of your personal data in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of those rights, please:

- email, call or write to us
- let us have enough information to identify you,
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates.

## Keeping your personal data secure

We have appropriate security measures in place to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal data to those who have a genuine business need to know it. Those processing your data will do so only in an authorised manner and are subject to a duty of confidentiality. We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

## How to complain

We hope that we can resolve any query or concern you raise about our use of your data.

The General Data Protection Regulation also gives you the right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

## Changes to this website privacy policy

This website privacy policy was last updated on 15th August 2018

We may change this website privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version.

## How to contact us

Please contact us if you have any questions about this privacy notice or the data we hold about you.

If you wish to contact us please send an email to [support@pi-datametrics.com](mailto:support@pi-datametrics.com) or write to Intelligent Positioning Ltd, 3rd Floor, 120 Church Street, Brighton, East Sussex, BN1 1UD.