

## Privacy Policy

This Privacy Policy sets out what happens to any personal data that you provide to us, Lucy Group Ltd or any of our subsidiaries whose websites you access ("Lucy Group"), or that we collect from you whilst you visit any of our websites. We at Lucy Group respect your concerns about privacy and are committed to safeguarding and preserving the privacy of the visitors to our website. Be assured, we will only use your personal data in accordance with and as explained in this Privacy Policy. By using our site you accept the terms of our Privacy Policy.

### INFORMATION WE COLLECT

We may collect and process the following data about you:

- Your name, company details, job title;
- Contact information including:
  - Work and/or personal email
  - Work telephone or mobile number
  - Home telephone or personal mobile number
- Demographic information such as address and postcode
- Information about your use of our website, pages viewed and resources that you access.
- Such information includes traffic data, location data, device specific information and other communication data.

### USE AND DISCLOSURE OF YOUR INFORMATION

We may collect and use your personal information for the following purposes:

- To fulfil orders of products, services and digital content. We collect this information to deliver your order, to obtain payment[EJ1], to communicate with you about the status of your order and for contract management purposes.
- To process job applications from candidates
- To address your requests for information. If you contact us, we keep a record of your correspondence or comments, including personal information, in a file specific to you. We use this information to help us provide you better service in the event you contact us again.
- To provide you with the technical support you request from us. Personal information is necessary to identify your systems, understand the configuration of the products, diagnose your questions, and provide solutions.
- For relationship management purposes. It includes communicating with you about the products, services and digital content you have acquired to ensure you use them in the best way possible, including via emails and newsletters. For instance, location data may be used to suggest sources of products or support near you.
- To improve our products, services and digital content; for instance we analyse the use of our applications and sites in order to identify areas and functionalities where users have difficulties and we redesign them.
- To learn about your browsing and searching activity. We collect certain personal information when you visit our digital content or click on links for products and services. We collect this information to improve your user experience for your next visits (e.g., country selection or profile-focused content), help the sites run more efficiently, to gather broad demographic information to analyse the sites' activity and performance, and to evaluate the effectiveness of our advertising. We may use cookies and other identifiers or similar technologies (referred to

hereinafter as "Cookies") to obtain information on the referring website, type of browser used, the content viewed as well as the date and time of your access to the digital content. You may read our [Cookie Policy](#) for more information on our use of Cookies and your options for managing Cookies ([see our Cookie Policy](#)).

- To manage your account. When you register, we use your personal information to give you access to digital content and our services, authenticate you and interact with you about it.
- For us (including our subsidiaries) and selected third parties to send you marketing information by mail, fax, phone, text messages, email and electronic communications about promotions, news and new products or services that we think may be of interest to you in compliance with applicable opt-in and opt-out requirements.
- To comply with legal obligations to which we are subject. For example accounting and tax obligations.
- Any other purpose otherwise conveyed to you.

## **DATA TRANSFERS**

We operate globally including in countries which may not have equivalent standards for the protection of personal information as in the country where you are located. We may transfer your data to locations outside the European Economic Area. European Data Protection legislation restricts us from transferring data to countries which do not provide adequate protection unless the transfer is covered by the legislation or we have entered into an appropriate agreement allowing the transfer of such data. We will seek to ensure reasonable steps are taken so that your data is treated and stored securely.

## **SECURITY OF PERSONAL INFORMATION**

We will take reasonable technical and organisational precautions to prevent unauthorised access or disclosure, loss, misuse or alteration of your personal information, this includes storing all the personal information you provide on our secure servers.

By agreeing to this policy and using our website, app or other interactive services you acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

## **LINKS TO OTHER WEBSITES**

On occasion we include links to third parties on our website. Where we provide a link it does not mean that we endorse or approve that site. You should review their Privacy Policy before sending them any personal data.

## **ACCESS AND ERASURE OF INFORMATION**

In accordance with the current data protection regulation you have the right to access or request erasure any information that we hold relating to you and you can do this by contacting us as stated in our 'How to Contact Us' section of this Privacy Policy.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to us at the address below or by emailing us at [Group.Marketing@lucygroup.com](mailto:Group.Marketing@lucygroup.com).

## **UPDATES TO OUR PRIVACY POLICY**

This Privacy Policy may be updated periodically to reflect changes in the law and guidance issued. This policy is effective from 18 April 2018.

## **HOW TO CONTACT US**

If you have any questions or comments about this Privacy Policy or if you would like us to provide you with a copy of the information we hold on you or to update information we have about you, please contact us by email at: [Legalteam@Lucygroup.com](mailto:Legalteam@Lucygroup.com).

You may also write to us at our head office:

Lucy Group Ltd, Eagle Works, Walton Well Road, Oxford, OX2 6EE, United Kingdom

Or telephone: +44 (0)1865 311411