

# Privacy Policy

At the Institute of Productivity (referred to in this policy document as “IoP”, “We” or “Us”), we are committed to protecting your privacy. We firmly believe that electronic security and privacy are necessary for the continued success of the Internet. In support of this, we only use the personally identifiable information (“personal information” or “personal data”) that you provide in accordance with the terms outlined below.

This Privacy Policy covers any personal information we obtain when you register with us, use our services or access the website(s) that IoP owns or controls (today or in the future), including <http://www.instituteofproductivity.com/> (the “Sites”). You can access the Sites in many ways, including from a computer or mobile phone, and this Privacy Policy will apply regardless of the means of access. This Privacy Policy also governs the use of personal information we obtain from you from any third party site or application where we post content or invite your feedback or participation, including, but not limited to, Twitter, Facebook, YouTube and LinkedIn. IoP cannot control the privacy policies or practices of Third Party Sites or of companies that IoP does not own or control, and cannot control the actions of people that IoP does not employ or manage. You should therefore always check the privacy policies of Third Party Sites and your privacy settings.

## 1. Notice to EU Residents

This Policy is intended to provide adequate and consistent safeguards for the handling of personal information in accordance with Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (“the Directive”) and all the relevant transposing legislation of the Directive in the European Union/European Economic Area, the Swiss Federal Data Protection Act, as such laws may from time to time be amended and valid during the application of this Policy, the Privacy Shield, and any other privacy laws, regulations and principles concerning the collection, storage, use, transfer and other processing of personal data transferred from the European Economic Area or Switzerland to the United States including but not limited to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (“the General Data Protection Regulation”) as of its entry into force on 25 May 2018.

## 2. Principles for Processing Personal Information

We respect your privacy and are committed to protecting your personal information in compliance with the applicable legislation. This compliance is consistent with our desire to keep you informed and to recognize and respect your privacy rights. We agree to observe the following principles when processing personal information:

- Data will be processed fairly and in accordance with applicable law.

- Data will be collected for specified, legitimate purposes and not processed further in ways incompatible with those purposes.
- Data will be relevant to, and not excessive for, the purposes for which they are collected and used. For example, data may be rendered anonymous if deemed reasonable, feasible and appropriate, depending on the nature of the data and the risks associated with the intended uses.
- Data subjects will be asked to provide their clear and unequivocal consent for the collection, processing and transfer of their personal data.
- Data will be accurately recorded and, where necessary kept up up-to-date. Reasonable steps will be taken to rectify or delete personal information that is inaccurate or incomplete.
- Data will be kept only as it is necessary for the purposes for which it was collected and processed. Those purposes shall be described in this Policy.
- Data will be deleted or amended following a relevant request by the concerned data subject, should such notice comply with the applicable legislation each time.
- Data will be processed in accordance with the individual's legal rights (as described in this Policy or as provided by law).
- Appropriate technical, physical and organizational measures will be taken to prevent unauthorized access, unlawful processing and unauthorized or accidental loss, destruction or damage to data. In case of any such violation with respect to personal data, we will take appropriate steps to end the violation and determine liabilities in accordance with applicable law and will cooperate with the competent authorities.

### **3. Information We Collect**

#### Personal Information

Users may be asked for, as appropriate:

- first name, last name;

- password;
- email address;
- work address;
- phone number;
- job title
- job level
- job role
- department
- company name
- company size
- company industry,
- professional interests,
- and other related business/professional information.

Users may, however, visit our Sites anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain activities or accessing certain services.

#### Non-personal Information

We may collect non-personal identification information about users whenever they interact with our Sites. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Sites, such as the operating system and the Internet service providers utilized and other similar information.

#### Web Browser Cookies

We may collect information about how you use our Sites by setting and accessing cookies on your computer. A cookie is a small piece of information sent by our Sites that is saved on your hard drive by your computer's browser. The cookie holds information our Sites may need to personalize or enhance your experience and to gather statistical data, such as which pages are visited, the internet provider's domain name and the addresses of the sites visited immediately before coming to and immediately after leaving the Sites. The information in the cookie lets IoP trace "clickstream" activity (i.e., the paths taken by visitors to our Sites as they move from page to page) to enable us to better serve our customers by revealing which

portions of our Sites are the most popular. We may link the anonymous visitor ID from your cookie to a user ID in our database to help us analyze web traffic and statistics. From time to time, other companies may help us with data research and analysis, but they will be prohibited from using that data for any other purpose. You may disable cookies on your browser. Please review your browser's instructions for doing so. Note that certain features of the Sites may not be available if you delete or reject cookies.

#### **4. How We Collect Information**

We may collect personal information from Users in a variety of ways, including when Users:

- visit our site;
- register on the site;
- subscribe to a newsletter;
- respond to a survey;
- fill out a form; and
- in connection with other activities, services, features or resources we make available on our Sites.

#### **5. How We Use Collected Information**

IoP collects and uses Users personal information for the following purposes:

- To customise and personalize the user experience;
- To understand how Users as a group use the services and resources provided on our Sites (by aggregating user data)
- To improve our Sites;
- To improve customer/member service;
- To administer a promotion, survey or other Sites feature;
- To send Users information they agreed to receive about topics we think will be of interest to them;
- To send periodic emails; and
- If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed

unsubscribe instructions at the bottom of each email or the User may contact us via our Sites.

## **6. How We Protect Your Information**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Sites.

Sensitive and private data exchange between the Sites and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

## **7. Sharing your personal information**

We do not share your personal data with any advertisers, vendors, and customers, including data profiling companies, business-to-business lead buyers, and data aggregation companies that track user behaviour. We may share your personal data with third party service providers to help us with our business activities such as email marketing, offering customer service, or operating a community forum. We require assurances from these companies to ensure that they: (i) use your personal data only as permitted by applicable law; and (ii) treat your data consistent with our Privacy Policy.

## **8. Third party websites**

Users may find content on our Sites that link to the sites and services of our partners, suppliers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Sites. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Sites, is subject to that website's own terms and policies.

## **9. Advertising**

Advertisements appearing on our site may be delivered to Users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile non personal identification information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy does not cover the use of cookies by any advertisers.

## **10. Google AdSense**

Some of the ads may be served by Google. Google's use of the DART cookie enables it to serve ads to Users based on their visit to our Sites and other sites on the Internet. DART uses "non personally identifiable information" and does NOT track personal information about you, such as your name, email address, physical address, etc. You may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy at [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html).

## **12. Your Rights**

You have the right to be provided with information as to the nature of the personal information stored or processed about you by IoP and may request deletion or amendments.

If access is denied, you have the right to be informed about the reasons for denial. You may resort to the dispute resolution described in this policy as well as in any competent regulatory body or authority. IoP shall handle in a transparent and timely manner any type of internal dispute resolution procedure about personal information.

If any information is inaccurate or incomplete, you may request that the data be amended. It is your responsibility to provide us with accurate personal information about yourself and to inform us of any changes. (e.g. new home address or change of name).

If you demonstrate that the purpose for which the data is being processed is no longer legal or appropriate, the data will be deleted, unless the applicable law requires otherwise. You also have the right to request the deletion of your personal data for any reason by emailing us.

## **13. Additional Enforcement Rights and Mechanisms**

If at any time, you believe that your personal information has been processed in violation of this Policy, you may report the concern to the competent IoP official. In particular, if you have any inquiries or complaints about the use or limitation of use of your personal information, you may contact our corporate headquarters:

Institute of Productivity, Telegraph House, Cleethorpe Road, Grimsby, DN31 3EF

or email us at [info@instituteofproductivity.com](mailto:info@instituteofproductivity.com).

## **14. Obligations to Data Protection Authorities**

We will respond diligently and appropriately to requests from DPAs about this Policy or compliance with applicable data protection privacy laws and regulations. We will, upon request, provide DPAs with names and contact details of the individuals designated to handle this process. With regard to transfers of personal information, we will (i) cooperate with inquiries from the DPA responsible for the entity exporting the data and (ii) respect its

decisions, consistent with applicable law and due process rights. With regard to transfers of data to third parties, we will comply with DPAs' decisions relating to it and cooperate with all DPAs in accordance with applicable legislation.

#### **15. Your Consent and Updates to this Policy**

You acknowledge that this Privacy Policy is part of the Terms & Conditions for your use of the Sites, and you agree that using the Sites signifies your assent to IoP's Privacy Policy. IoP reserves the right to change this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes on the website(s) so that you are always aware of what information we collect, how we use it and under what circumstances we disclose it. As we may make changes from time to time without notifying you, we suggest that you periodically consult this Policy. Your continued use of the Sites after the effective date of any modification to the Policy will be deemed to be your agreement to the changed terms.

If you have any questions about your privacy or security on our Sites, please contact us using the following information:

Institute of Productivity, Telegraph House, Cleethorpe Road, Grimsby, DN31 3EF

or email us at [info@instituteofproductivity.com](mailto:info@instituteofproductivity.com).

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