

## **Digital Partnership Website Privacy Policy**

Digital Partnership is a programme managed by the International Business Leaders Forum (IBLF).

IBLF recognises the concern of our customers regarding privacy of information. IBLF is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy policy.

Our privacy policy sets out how Digital Partnership uses and protects any information that you give us when you use this website. It says what information we will gather, how we will use it and how we will keep it secure.

IBLF may change this policy by updating this document. You should check this page from time-to-time to ensure that you are happy with any changes. This policy is effective from 15 March 2010.

### **1. What we collect**

1.1 We collect information about you for three reasons:

- a. To process your order for our publications
- b. To allow you access to our downloadable assets (resources) and
- c. To provide you with the best possible service.

1.2 The type of information we will collect about you includes:

- a. your name and job title
- b. organisation you work for
- c. email address
- d. address - only when you are purchasing items from the IBLF Shop
- e. credit/debit card details - only when you are purchasing items from the IBLF Shop

1.3 We will never collect sensitive information about you without your explicit consent.

1.4 We will email you to keep you up to date with your orders; however, we will not send you marketing emails unless you have given us your consent. We will also give you the opportunity to unsubscribe on all marketing emails and you may unsubscribe yourself on your online profile at any time.

### **2. What we do with the information we gather**

To understand your needs and provide you with a better service, we may:

- a. Use the information to improve our products and services.
- b. Periodically send emails about Digital Partnership activities or other information which that we think you may find interesting, using the email address which you have provided.

- c. From time to time, use your information to contact you for research purposes. We may use the information to customise the website according to your interests.

### **3. Security**

- 3.1 Any information you give to Digital Partnership will not be distributed to any other company outside of the IBLF. We are committed to protecting your privacy. We will only use the information that we collect about you lawfully (in accordance with the Data Protection Act 1998).
- 3.2 We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **4. Cookies**

- 4.1 A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.
- 4.2 Overall, cookies help us provide you with a better website. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.
- 4.3 Digital Partnership and IBLF also relies on the use of cookies to process orders for our publications. Whilst you do not need to allow your browser to accept cookies in order to browse much of our website, you must have cookies enabled if you wish to shop or register at IBLF.
- 4.4 A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.
- 4.5 You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **5. Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over an external website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **6. Controlling your personal information**

- 6.1 We will endeavour to keep the information we hold accurate and up to date. You can check the information that we hold about you by emailing us. If you find any inaccuracies we will delete or correct it promptly.

- 6.2 The personal information that we hold will be held securely in accordance with our internal security policy and the law.
- 6.3 If we intend to transfer your information outside the EEA (European Economic Area) we will always obtain your consent first.
- 6.4 You may choose to restrict the collection or use of your personal information in the following ways:
- a. whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
  - b. 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 or emailing us at [info@iblf.org](mailto:info@iblf.org)
- 6.3 We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.
- 6.4 You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you, please write to The International Business Leaders Forum, 15-16 Cornwall Terrace, London NW1 4QP, United Kingdom
- If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

If you have any questions/comments about privacy, you should contact us at the following mail address: [info@iblf.org](mailto:info@iblf.org)

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