



## Privacy Policy – Ebiquity Plc

Ebiquity Plc and its subsidiaries (inclusive of Firm Decisions, Stratigent LLC and Digital Balance) (“Ebiquity” or “We”) are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us or on our behalf. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For information about our online terms and website usage please see our [Terms of Use](#).

### How Ebiquity may collect and use personal information

We may use your personal information to fulfil your requests for information, either by filling in forms on our site [www.ebiquity.com](http://www.ebiquity.com), or corresponding with us by phone, email or otherwise. This includes information provided at the time of registering to use our site, subscribing to one of our services, posting material, requesting participation in conferences and events, evaluating any job applications or requesting any further services or requesting to receive our newsletters, alerts, content marketing or subscriptions. We may also ask you for information when you enter a competition or promotion sponsored by Ebiquity, and when you report a problem with our site.

- If you contact us, we may keep a record of that correspondence.
- Ebiquity may also ask you to complete surveys that we use for research purposes and to create reports. No information about you as an individual respondent is made public from this.
- We will keep details of your visit to our site, blog or any other properties online (including, but not limited to – traffic data, location data as well as IP addresses and cookies as described below).

### IP Addresses

We may collect information about your computer, including, where available, your IP address and browser type, for system administration and to help diagnose problems with our server. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

### Cookies

A cookie is a piece of data that is placed in your browser, which it may then store on your system. It helps to distinguish you from other users of the website. Your browser can be set to alert you when you receive a cookie, providing you with the opportunity to decline it, or you can turn them off altogether. However, by doing this, you may hamper the user experience on certain websites.



For detailed information on the cookies we use and the purposes for which we use them, please see our [Cookie Policy](#).

## Newsletters / Alerts / Subscriptions

By providing your details to receive any of our newsletters, alerts, content marketing or subscriptions, you agree to receive occasional correspondence from Ebiquity and its subsidiaries.

Your email address (es) will not be shared with any third parties other than for the reasons outlined below.

## Use of Your Information

We may use information held about you to provide you with the information, products and services that you request or enquire about from Ebiquity, to notify you about changes to our services and to ensure the content from our site is presented in the most effective manner for you and your computer.

We may also use your information to provide you with information about other services we offer that we feel may interest you. If you do not want Ebiquity to use your data in this way, you are able to edit your preferences or unsubscribe at any time, using the relevant link(s) provided.

Information we collect about you may be used to administer our site and for internal operations (including, without limitation, troubleshooting, data analysis, testing, research, statistical and survey purposes), to improve our site, to allow you to participate in interactive features of our service and as part of our efforts to keep our site safe and secure.

## Information we receive from other sources

We may receive information about you if you use any of the other websites we operate or the other services we provide.

We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies). We may receive information about you from them and they may process your data on our behalf.

## Disclosure of Your Information

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.



We may disclose your information to third parties, only if:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Ebiquity or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our [Terms of Use](#).

### Links to Third Party Websites

Ebiquity and its subsidiaries may occasionally provide links to third party websites or services through some of our content (Ebiquity Opinion – Blog). By accessing these links you will leave an Ebiquity hosted website and such links are not to constitute or imply an endorsement or sponsorship by Ebiquity of the Third Party Company, website or information contained within it. Individual use shall be subject to the privacy policy and terms of use related to those sites.

### Where we store your Personal Data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. Ebiquity will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### Your Rights

You have the right to ask us not to process your personal data for marketing purposes as well as being able to correct, update or delete any personal information that you may have submitted to the site. You also reserve the right to unsubscribe from any form of communication that we send you or specific groups or mailing lists we may have you in.

To do so please click on the relevant link within the collateral or page.

You also reserve the right to access any personal information we hold about you upon requesting it.



## Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page.

## Contact

Questions, comments and requests regarding this privacy policy should be addressed to Ebiquity Plc, Legal Department, 1 Ropemaker Street, London EC2Y 9AW.