

# The Floop Limited: Website Privacy Policy

At The Floop Limited we're 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. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting our website at [www.thefloop.com](http://www.thefloop.com) you are accepting and consenting to the practices described in this policy.

## 1. Who are we?

Your personal data i.e. any information which identifies you, or which can be identified as relating to you personally, will be collected and used by The Floop Limited, a company registered in England with company number 07968005. Our registered office is at The Floop Campus, Wicker Lane, Sheffield, S3 8HQ.

## 2. The data we collect from you

### 2.1 Information you give us

When you visit our website (or contact us by email or via our website or social media pages), we may collect any or all of the following information about you:

- Personal details (name, date of birth, email, delivery address, telephone number, mobile number, etc.).

### 2.2 Data we collect automatically

When you visit our website, we may collect any or all of the following technical data:

- Device Identifiers (the internet protocol address used to connect your device to the internet, your login information, browser type and version, regional settings, operating system and platform);
- data about your use of our Website (the full Uniform Resource Locators (URL), clickstream to, through and from our website (including date and time), products you view or searched for, time spent on certain pages or screens, interaction data (such as scrolling, clicks, and mouse-overs).

## 3. Cookies

### 3.1 What are cookies and how do we use them

Cookies are small data files which we place on your device. We use cookies to distinguish you from other users of the website. This helps us to provide you with a good experience when you use the website and also helps us to improve the website.

## 3.2 The cookies we use will

- collect statistics about our website's traffic;
- improve our website's look and feel;
- make your experience smoother by adapting our offers and messages to you personally;
- keep track of the information about products and services which you have shown an interest in.

## 4. How we use your personal data

### 4.1 How your personal data is used

We only ever use your personal data with your consent, or where it is necessary in order to:

- enter into, or perform, a contract with you;
- comply with a legal duty;
- protect your vital interests;
- remember your preferences e.g. if you ask not to receive marketing material, we'll keep a record of this; or
- for our own (or a third party's) lawful interests, provided your rights don't override these.

In any event, we'll only use your personal data for the purposes for which it was collected, or purposes which are very similar.

### 4.2 Withdrawing your consent

At any time, you can withdraw your consent to us processing your personal data for any purpose at any time, by contacting us at the email or postal address set out in paragraph 9.

### 4.3 How Anonymous Data may be used

By Anonymous Data we mean data that has been de-identified and/or aggregated with other data to such an extent that you are no longer identified, identifiable or otherwise ascertainable by reference to such data or in combination with other datasets. We will maintain Anonymous Data as part of our own records and information and may share Anonymous Data with third parties. Anonymous Data may be used by us (and shared with third parties) for certain legitimate business purposes including operating and improving our services and operations, developing new services and offerings, and other research, data science, analytics and related purposes.

## 5. Marketing

### 5.1

Following your first visit to our website, we may contact you inviting you to opt-in to receiving information about our services and those of our partners who provide services featured or included on our website. This means that you will be given the choice as to whether you want to receive these messages and will be able to select how you want to receive them (email and telephone).

### 5.2

The information we collect from you via our marketing activities is never marketed, rented or sold to any third parties.

### 5.3

If you decide that you wish to stop hearing from us, or change how we contact you, you can do so in any of the following ways:

Clicking the appropriate link at the bottom of our emails;

Contacting us at [unsubscribe.marketing@TheFlood.com](mailto:unsubscribe.marketing@TheFlood.com);

Writing to us at The Flow, The Flow Campus, Wicker Lane, Sheffield, S3 8HQ

## 6. How we protect your personal data

### 6.1 Technical and organisational measures

We employ a variety of physical and technical measures to keep your personal data safe and to prevent unauthorised access to, use or disclosure of it. Electronic data and databases are stored on secure computer systems and we control who has access to them (using both physical and electronic means). Our staff receive data protection training and we have a set of detailed data protection policies and procedures which personnel are required to follow when handling personal data.

Of course we cannot absolutely guarantee the security of the internet or external networks and any online communications (e.g. information provided by email or through our website are at your own risk).

## 7. Who can access your personal data

### 7.1

We will not communicate, sell or transfer your personal data to third parties without obtaining your prior written consent, except where we are required to do so by law.

## 7.2

If you have opted-in to receiving marketing messages from us, we may contact you with information about our partners, or third party products and services, but these communications will always come from us and are usually incorporated into our own marketing materials.

## 7.3

We may share personal data with subcontractors or suppliers who provide us with services. However, these activities will be carried out under a contract which imposes strict requirements on our subcontractors or suppliers to keep your information confidential and secure.

## 8. Storage of personal data

### 8.1 Where is it stored?

We store data within the European Economic Area (EEA) and outside the EEA. We may transfer some of it outside of the EEA we will take steps to make sure adequate levels of privacy protection, in line with UK Data Protection legislation, are in place. The Floop may transfer your data outside the EEA for some of our webinar registrations or email marketing services. However personal data shall not be transferred to a country or territory outside the UK or EEA unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data.

### 8.2 How long is it stored for?

The data we collect will be stored and kept for as long as you opt in to receive communications from us or until you otherwise withdraw your consent for us to use your data. If you wish to opt out of communications from us or withdraw your consent, your data will be deleted without undue delay. We continually review the personal data we hold and delete what is no longer required.

## 9. Your rights

### 9.1

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of it (this is known as a subject access request) within one month of our receiving your request;
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason);
- the right to have inaccurate data rectified;

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- the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to see any personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

If you would like further information on your rights or wish to exercise them, please write to us at [data.controller@TheFlow.com](mailto:data.controller@TheFlow.com) or The Flow Limited, The Flow Campus, Wicker Lane, Sheffield, S3 8HQ.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so. If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you should contact the UK Information Commissioner's Office, which oversees data protection compliance in the UK. Details of how to do this can be found at [www.ico.org.uk](http://www.ico.org.uk).