

Privacy Policy

Your privacy is very important to us.

That's why we've developed this Policy, in order for you to understand how we collect, use, communicate, disclose and make use of personal information.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Personal Data” means collectively all information that you submit to Elephants Child via the Website. This definition shall, where applicable, incorporate the definitions provided in the General Data Protection Regulations (EU 2016/679) “GDPR”

“Cookie” means a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in Clause 9;

Elephants Child Advisory Limited. Registered in England and Wales.
Registered office TML House, 1A The Anchorage, Gosport, Hampshire PO12 1LY
Company number 06352975, VAT Registered number 914 7327 24.

“UK and EU Cookie Law” means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;

“User” means any third party that accesses the Website and is not employed by Cyan Solutions Ltd and acting in the course of their employment; and

“Website” means the website that you are currently using (<https://www.elephants-child.co.uk>) and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. Scope of this Policy

This Policy applies only to the actions of Elephants Child and Users with respect to this Website. It does not extend to any websites that can be

accessed from this Website including, but not limited to, any links we may provide to social media websites.

3. Personal Data Collected

Without limitation, any of the following Data may be collected by this Website from time to time:

- 3.1 name;
- 3.2 job title;
- 3.3 profession;
- 3.4 contact information such as company name and business address, business email, business telephone numbers. No data relating to individual's personal or residential contact points are requested and should not be provided in any case
- 3.5 demographic information such as post code, preferences and interests;
- 3.6 IP address (automatically collected);
- 3.7 web browser type and version (automatically collected);
- 3.8 operating system (automatically collected);
- 3.9 a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected).

4. Our Use of Your Personal Data

4.1 We respect and uphold all privacy rights of Data Subjects and shall, on request, provide notice of any Personal Data recorded and allow for the correction and, where applicable, deletion of that data.

4.2 Unless we are obliged or permitted by law to do so, and subject to Clause 5, your Data will not be disclosed to third parties. This includes our affiliates and/or other companies within our group.

4.3 All Personal Data is stored securely in accordance with the principles of GDPR. For more details on security see Clause 8 below.

4.4 We have established that the Personal Data provided by data subjects on and through this site shall be processed in accordance with Cyan Solutions' legitimate interests and for the promotion of our services to suitable businesses and organisations. The rights and freedoms of data subjects regarding privacy remain paramount.

4.5 Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when

using our Website. Specifically, Data may be used by us for the following reasons:

- 4.5.1 internal record keeping;
- 4.5.2 improvement of our products/services;
- 4.5.3 transmission by email of promotional materials that may be of interest to you;
- 4.5.4 contact for market research purposes which may be done using email, telephone or mail. Such information may be used to customise or update the Website.

6. Links to Other Websites

This Website may, from time to time, provide links to other websites. Elephants Child has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

7. Your Right to Withhold Information

You may restrict your internet browser's use of Cookies. For more information see Clause 9.

8. Security

Data security is of great importance to Elephants Child and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

9. Cookies

9.1 This Website may place and access certain Cookies on your computer. Elephants Child uses Cookies to improve your experience of using the Website and to improve our range of products and services. Cyan Solutions has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

9.2 All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

9.3 Before the Website places Cookies on your computer, subject to sub-

Clause 9.4 AND/OR sub-Clause 9.7, you will be presented with message bar at the top of the Home page requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Elephants Child to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

9.4 Certain features of the Website depend upon Cookies to function. You may still block these cookies by changing your internet browser's settings as detailed below.

9.5 This Website uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and the products and services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of the Website it does enable us to continually improve our business.

9.6 The analytics services used by this Website use Cookies to gather the required information. Certain of these Cookies may be placed immediately when you decide to visit the Website and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below.

9.7 You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.

9.8 You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

9.9 It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

10. Changes to this Policy

Elephants Child reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.