

B2E Media Limited

Privacy Policy

About this policy

This policy describes how we use your personal data when you use our website (www.b2e-media.com) or when we provide services to you. We have provided this policy to ensure that you understand what personal data we may collect and hold about you, what we may use it for and how we keep it safe. You have legal rights to access the personal data that we hold about you and to control how we use it which are also explained.

You can read, print and save this whole policy or click on the links below to see specific information about:

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Who we are and how you can contact us

We are B2E Media Limited. We are registered in England and Wales under company number 11745845. Our registered office address is 37 Bentley Road, Fornsett St Peter, Norwich, Norfolk, NR16 1LU.

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You can contact us in writing at the address given above, or by emailing kchavda@b2e-media.com. If you would like to speak to us please call us on 01603 559350.

What personal data we collect about you

We collect:

- **personal data that you provide to us.** If you register as a member on our website, we will ask you to provide your name, job title, company, business email address, business telephone number and any personal data on your LinkedIn page. If you contact us with an enquiry, we may receive your name, email address, telephone number and any other personal data you provide as part of your enquiry.
- **personal data that we receive from third parties.** If we work with other businesses or use sub-contractors they may share your business contact details (such as your name, job title, company, business email address and business telephone number) with us so that we can contact you to let you know about our services.
- **personal data about your use of our website.** This is technical information and includes details such as your IP address, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, as well as details of how you navigated to our website and where you went when you left, what pages you viewed or searched for, page response times, download errors, length of visits to certain pages and page interaction information (such as scrolling, clicks, and mouse-overs).

What we use your personal data for

We use your personal data in the following ways:

- **personal data that you provide to us** is used to:
 - provide you with the information and services that you request from us
 - send you our fortnightly digital magazine and podcast by email, if you have subscribed to them
 - provide you with marketing information in accordance with your marketing preferences (see [How we use your personal data for marketing](#))
 - manage and administer our business
 - review and improve our service
- **personal data that we receive from third parties** is combined with the personal data that you provide to us and used for the purposes described above.

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- **personal data about your use of our website** is used to:
 - administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes
 - to improve our website to ensure that content is presented in the most effective manner for you and for your computer or mobile device
 - to allow you to participate in interactive features of our service, when you choose to do so
 - as part of our efforts to keep our site safe and secure
 - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you
 - to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them

Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our website. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie policy](https://www.b2e-media.com/cookie-policy) [https://www.b2e-media.com/cookie-policy].

Consent and other legal grounds for processing your personal data

Whilst we always want you to be aware of how we are using your personal data, this does not necessarily mean that we are required to ask for your consent before we can use it. In the day to day running of our business we may use your personal data without asking for your consent because:

- we are entering into and carrying out our obligations under a contract with you
- we need to use your personal data for our own legitimate purposes (such as the administration and management of our business and the improvement of our services) and our doing so will not interfere with your privacy rights
- we are subject to legal obligations that require us to use your personal data in certain ways (such as disclosing information to HM Revenue & Customs)

In exceptional circumstances we may wish to use your personal data for a different purpose which does require your consent. In these circumstances we will contact you to explain how we wish to use your data and to ask for your consent. You are not required to give consent just because we ask for it. If you do give consent you can change your mind and withdraw it at a later date.

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The most common situation in which we will process your personal data on the grounds of consent is where we wish to send marketing communications to you. Please refer to the section on [How we use your personal data for marketing](#) to read about our marketing practices.

To help you understand the legal grounds we rely on for different types of processing, we have set out an overview of the main processing activities we undertake and the relevant legal grounds below:

Categories of personal data used	Purpose	Legal basis
Name and contact details	To respond to your enquiries regarding our goods and services	Legitimate interest (in growing our business and developing new customer relationships) and/or contractual necessity
Name and contact details,	To provide you with the services you have chosen to subscribe to	Contractual necessity
Name and contact details	To manage our relationship with you e.g. to keep your details up to date and notify you of any changes to our contractual documents or privacy policies	Contractual necessity and/or legitimate interests (to keep our records updated and understand how our customers use our goods and services)
Name and contact details, details of your interests and preferences, technical data about your use of our website and your marketing preferences.	To send you appropriate marketing communications in accordance with your marketing preferences	Consent
Name and contact details, technical data about your use of our website	To manage and administer our business and website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	Legitimate interests (to run our business, provide administration and IT services, ensure network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercises) and legal obligations.

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Name and contact details, details of your interests and preferences, technical data about your use of our website, your marketing preferences.	To develop and improve our website, products/services, and our customer relationships and experience	Legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business, to improve our products and services and to inform our marketing strategy).
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Personal data you are legally obliged to provide

You are not under a legal obligation to provide us with any of your personal data but please note that if you elect not to provide us with your personal data we may be unable to provide our services to you.

Your rights to know what personal data we hold and to control how we use it

You have a legal right to know what personal data we hold about you - this is called the right of subject access. You can exercise this right (or any of the other rights described below) by sending us a written request at any time. Please mark your letter “**Data Subject Request**” and send it to us by post or email using the details in the [Who we are and how you can contact us](#) section.

You also have rights to:

- prevent your personal data being used for marketing purposes (see [How we use your personal data for marketing](#) for further details)
- have inaccurate personal data corrected, blocked or erased
- object to decisions being made about you by automated means or to your personal data being used for profiling purposes
- restrict our use of your personal data
- require that we delete your personal data (the “right to be forgotten”)
- require that we provide you, or anyone that you nominate, with a copy of personal data you have given us in a structured electronic form such as a CSV file

You can find full details of your personal data rights on the Information Commissioner’s Office website at ww.ico.org.uk.

Automated decision making and profiling

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We do not make use of automated decision making or profiling.

When we will share your personal data with others

We share your data with the following people in the day to day running our business:

- the business partners, suppliers and sub-contractors we work with to provide you with goods or services that you have requested from us. This includes:
 - Our CRM provider
 - External IT support
- analytics and search engine providers that assist us in the improvement and optimisation of our site

We may also share your personal information with third parties on a one-off basis, for example, if:

- we sell or buy any business or assets (including our own), in which case we will disclose your personal data to the prospective seller or buyer of such business or assets
- 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 [website terms of use \[https://www.b2e-media.com/wp-content/uploads/2019/02/terms-and-conditions.pdf\]](https://www.b2e-media.com/wp-content/uploads/2019/02/terms-and-conditions.pdf) or our [terms and conditions of supply \[https://www.b2e-media.com/wp-content/uploads/2019/02/terms-and-conditions.pdf\]](https://www.b2e-media.com/wp-content/uploads/2019/02/terms-and-conditions.pdf) and other agreements; or to protect the rights, property, or safety of our customers, ourselves or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction

How we keep your personal data safe

We take every care to ensure that your personal data is kept secure. The security measures we take include:

- only using secure cloud based storage to store your personal data
- ensuring that our staff receive regular data security awareness training
- keeping paper records to a minimum and ensuring that those we do have are stored in locked filing cabinets on our office premises
- maintaining up to date firewalls and anti-virus software to minimise the risk of unauthorised access to our systems
- enforcing a strict policy on the use of mobile devices and out of office working

Unfortunately, sending 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 personal data

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sent to our website; you send us personal data at your own risk. Once we have received your personal data, we will use strict procedures and security features (some of which are described above) to try to prevent unauthorised access.

How we use your personal data for marketing

We will add your details to our marketing database if:

- you subscribe to our online magazines and/or podcasts and opt in to receiving marketing communications from us.
- you provide sponsorship to us
- you have told a third party that you would like them to pass us your contact details so that we can send you updates about our services

We will only send you marketing communications by email.

All of our marketing material will contain a clear link so that you can unsubscribe at any time.

You can check and update your current marketing preferences at any time by calling or emailing us using the details set out in the [Who we are and how you can contact us](#) section above.

We never share your personal data with third parties for marketing purposes.

When we will send your personal data to other countries

Your personal data may be transferred to, and stored at, a destination outside the European Economic Area ("EEA") by us or by our sub-contractors. Where we, or our sub-contractors, use IT systems or software that is provided by non-UK companies, your personal data may be stored on the servers of these non-UK companies outside the EEA. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Supplier	Reason for Transfer	Location	Safeguard
Dropbox, Inc	Cloud based storage of data	USA	Supplier is registered with EU – US Privacy Shield

How long we keep your personal data

We only keep your personal data for as long as we actually need it. In practice this means that:

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- if you are a subscriber, we will keep a record of the details you provided to us until you unsubscribe.
- complaint records will be kept for 8 years from the date of last communication regarding that complaint.

Please note that we may anonymise your personal data or use it for statistical purposes. We keep anonymised and statistical data indefinitely but we take care to ensure that such data can no longer identify or be connected to any individual.

If you have any questions about our data retention practices please contact us using the details in the [Who we are and how you can contact us](#) section.

How you can make a complaint

If you are unhappy with the way we have used your personal data please contact us to discuss this using the contact details set out in the [Who we are and how you can contact us](#) section above.

You are also entitled to make a complaint to the Information Commissioner's Office which you can do by visiting www.ico.org.uk. Whilst you are not required to do so, we encourage you to contact us directly to discuss any concerns that you may have and to allow us an opportunity to address these before you contact the Information Commissioner's Office.

How we keep this policy up to date

We will review and update this policy from time to time. This may be to reflect a change in the goods or services we offer or to our internal procedures or it may be to reflect a change in the law.

The easiest way to check for updates is by looking for the latest version of this policy on our website (www.b2e-media.com) or you can contact us (see [Who we are and how to contact us](#)) to ask us to send you the latest version of our policy.

Each time we update our policy we will update the policy version number shown at the end of the policy and the date on which that version of the policy came into force.

This is policy version 1 which came into effect on 2nd January 2019.