



## BELL JOHNSTONE & CO LTD - PRIVACY POLICY

Bell Johnstone & Co Ltd. is committed to protecting and preserving the privacy of our clients, suppliers and website visitors when they use our websites, order our products and services, or communicate electronically with us.

This Privacy Policy contains an explanation of what happens to personal data that you choose to provide to us, or that we collect from you whilst you visit this site. Our Privacy Policy should be read in conjunction with our terms of website use.

In this document:

- Information we collect
- How we will use information about you
- Marketing
- Storing your personal data
- Disclosing your information
- Access to information
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### **Information we collect**

We collect information about you when you register with us, place an order for our products or services and engage with our digital platforms or visit at us a live event, including visiting our websites.

In order to process orders for products and services, which may include paid subscriptions and free copies of our publications, it may be necessary to collect personal information about you. This includes, but is not limited to, your name and address, telephone number, email address.

Our websites also use cookies that collect and process certain data and information relating to you and your use of this site. This data and information is detailed below:

- Details of visits to our website and the pages and resources that are accessed, including, but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use this website.
- Information that visitors provide to us as a result of filling in forms on our website, such as when a visitor registers for information or makes a purchase.
- Information provided to us when our visitors communicate with us electronically for any reason.

### **How will we use information about you?**

The information we collect is used for the following purposes:

- To provide you with information relating to our website, products or our services that you request from us
- To meet our contractual obligations to you.
- To notify you about any changes to our privacy policy
- To notify you about any changes to our website, including improvements, and service or product changes that may affect our website.

### **If you have provided consent, we may also use your data to:**

- To provide you with information relating to our website, products or our services that you request from us.



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- To provide you with information on other products that we feel may be of interest to you.

We use information that is automatically collected from website visits to analyse website performance. We also compile aggregate statistical data about our users and website activities, and may share this data with advertisers on our website to measure campaign performance. This does not include personal information.

#### **Marketing**

We would like to send you news and updates, and information about products and services that may be of interest to you as well as newsletters and content that we feel would be of benefit to you. From time to time this may include sponsored content from other carefully selected companies. If you have consented to receive marketing, you may opt out at a later date.

We will only contact you when you have provided consent and, only by those means you provided consent for.

You have the right to stop us from contacting you for marketing purposes at any time. If you no longer wish to receive marketing emails, you can unsubscribe at any time by clicking the 'unsubscribe' link on the email. You can also contact us using the details below.

#### **Storing your personal data**

Information that we collect will only be transferred outside of the European Union when we have your consent to do so. We

will always take all reasonable precautions to make sure that your data remains secure and is handled in accordance with this Privacy Policy.

Personal data that is provided to us is stored on our secure servers or on secure servers of third-party services that we use for business processes. Details relating to any transactions entered into on our site will be encrypted to ensure its safety.

#### **Disclosing your information**

We may also disclose your personal information to third parties:

- Where we are legally required to disclose your information.
- To assist fraud reduction and minimise credit risks.

#### **Access to information**

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please contact us using the details below. We may make a small charge for this service depending on the nature of your request in line with current data protection legislation.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

#### **Use of cookies**

Cookies are sometimes used to improve the website experience of a visitor to a website. We may sometimes use cookies on



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this website to record aggregate statistical information about the visitors to our site and the use that our visitors make of the website. When collected this information is used by us to improve our website and further enhance the visitor experience and may be shared with advertisers. Please note that no personally identifiable information is recorded.

We may also use the cookies to gather information about your general internet use to further assist us in developing of website. Where used, these cookies are downloaded to your computer automatically. This cookie file is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive and then stored there and transferred to us where appropriate to help us to improve our website and the service that we provide to you.

We use Google remarketing cookies to collect information on visitor demographics and interests. We also use pixels from social media sites such as Facebook, Twitter, and LinkedIn to generate cookies that are used in the delivery of relevant adverts to users on these platforms and other ad networks. We may also use these cookies to understand if someone has responded to online adverts. We do not use cookies to collect data that makes your personally identifiable, or that collect any personal information without your express permission to do so.

All computers have the ability to decline cookies. You can easily decline or remove cookies from your computer using the settings within the Internet Options section in your computer control panel.

Our advertisers may also use cookies on their website. We have no control over this and you should review the privacy policy of any advertiser that you visit as a result of an advert or link on this website.

#### **Other websites**

You may find links to third-party websites on our website. These websites should have their own privacy policies, which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

#### **Changes to our privacy policy**

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 24 May 2018.

#### **How to contact us**

If you have any questions about our privacy policy or the data we hold about you, you can contact us in the following ways:

- Email: [info@belljohnstone.co.uk](mailto:info@belljohnstone.co.uk) with the subject line 'Privacy'.
- Telephone: you can call us on 0131 554 1129 9am - 5pm Monday - Friday (lines may operate different hours on national and regional holidays).