

# PATWORLD LIMITED

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## PRIVACY POLICY

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# Privacy Policy

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# Privacy Policy

## 1. Overview of policy

- 1.1. At PatWorld, we are committed to ensuring that your privacy is protected. Should we ask you to provide information by which you can be identified when using this website, we will only use it in accordance with this privacy policy.
- 1.2. This privacy policy details how we, as the data controller, collect, use, disclose and protect the personal information you provide us when you use this website. It applies to information we collect about job applicants and individuals who make an enquiry through this website. It does not apply to information that we have acquired other than via this website. For information on how we collect data via other means, please see paragraph 4 below.
- 1.3. We are registered with the UK Information Commissioner's Office (registration number: 11583768).
- 1.4. We may change/update this policy from time to time. This privacy policy may also be supplemented by additional privacy statements, terms or notices provided to you.

## 2. Data processing

- 2.1. We collect data for the legitimate purposes of answering enquiries that you have made and providing you with information and services that you request from us. It is in our legitimate interests to respond to your enquiries and provide any information requested in order to generate and develop business. To ensure we provide the very best and responsive client service we can, we consider this use to be proportionate and will not be prejudicial or detrimental to you.

## 3. What we collect

- 3.1. We do not collect personally identifiable information about you – such as your name, company, address, telephone number, fax number, e-mail address – unless you choose to complete an 'Order Form', 'Enquiry Form', 'Contact Us' form, found on many of the pages of our website, or email us, or write to us, or phone us.
- 3.2. We will process this information to enable us to reply and answer any queries. We will add you to a marketing mailing list if you have given your express consent.
- 3.3. We do collect non-personally identifiable information when you visit our website (through cookies) such as the type of device you are using, the domain name of your internet service provider and browser type. We use technology to look at which pages of the website our visitors view, their IP addresses and if links to other websites are used. We use this statistical information to better understand our users' browsing behaviour and patterns on our website and to improve the quality of our website and services. Such use does not result in any personally identifiable data being collected or stored and does not identify any individual.
- 3.4. The information generated by the cookie about your use of the website (including your IP address) may be transmitted to and stored by Google on servers in the United States. Google uses this information to compile reports on website activity and internet usage. Google may transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

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- 3.5. By using our website, you consent to our use of cookies as described above, including the processing of data about you by Google for the purpose as set out above.
- 3.6. Users have the opportunity to set their computers to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time. The last of these, of course, means that certain personalised services cannot then be provided to that user. For more detailed information about cookies and how they can be managed and deleted, you may wish to visit: <http://www.allaboutcookies.org/>.
- 3.7. Should you choose to submit a CV we will use the information it contains only for the job application process. We have a legitimate business interest in processing the personal data in your CV in line with our overall recruitment policy. If we are unable to use your personal data, then we may be unable to reply to your query or respond to a job application. We take no responsibility for the security of any information you choose to submit to us via email or the internet.

### 4. Data collected through other means

- 4.1. We collect data for legitimate marketing purposes through other means, e.g. business cards at corporate events, social media direct messages etc. Data collected for marketing purposes is used to provide:
  - 4.1.1. information related to our networking, social and corporate entertaining events;
  - 4.1.2. updates to services and products.
- 4.2. We are committed to targeted and sensible marketing practices. We will never sell or pass on your data. You may withdraw your consent at any time and our communications will provide you with a means to do so.

### 5. How we use your personal information

- 5.1. The purpose for which we use and process your personal data and the legal basis on which we carry out each type of processing is set out below:
  - 5.1.1. To:
    - 5.1.1.1. provide you with information and services that you request from us;
    - 5.1.1.2. issue invoices, manage your search reports and collect payments from you;
    - 5.1.1.3. notify you of any changes and updates related to the services;
    - 5.1.1.4. resolve any issues caused by a fault or problem with our website.

It is necessary to carry out processing of personal data for the performance of our contractual obligations towards you or at your request prior to entering into a contract. It is also in our legitimate interests to manage our business performance, assess client satisfaction, conduct tests on new or existing systems, respond to your queries and provide any information requested in order to generate and develop business. To ensure we provide

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the very best and responsive service we can, we consider this use to be proportionate and will not be prejudicial or detrimental to you.

5.1.2. To send you alerts, newsletters, bulletins, announcements, and other communications concerning us, or events we believe may be of interest to you. It is in our legitimate interests to market our services. We consider this use to be proportionate and will not be prejudicial or detrimental to you. You can always opt-out of receiving direct marketing-related email communications or text messages by following the unsubscribe link;

5.1.3. To:

5.1.3.1. administer our website including troubleshooting, data analysis, testing, research, statistical and survey purposes;

5.1.3.2. improve our website to ensure that content is presented in the most effective manner for you and your computer, mobile device or other item of hardware through which you access our website;

5.1.3.3. keep our website safe and secure;

It is in our legitimate interests to continually monitor and improve our services and your experience of our website and to ensure network security. We consider this use to be necessary for our legitimate interests and will not be prejudicial or detrimental to you.

5.1.4. To comply with regulatory and legal obligations such as those relating to anti-money laundering, anti-bribery or anti-fraud, to resolve disputes, and to enforce our agreements with you.

## 6. Who we share your personal data with

6.1. We may share your personal data, with any third parties who provide services on our behalf, such as suppliers, agents and representatives, including but not limited to, accountants, our website agency/host, payment processors, customer support, email service providers, event venues and service providers, IT service providers, marketing service providers, research providers, mailing houses, in order to process the information as necessary to provide the service or fulfil your request or otherwise on our behalf based on our instructions and in compliance with this privacy policy and any other appropriate confidentiality and security measures.

6.2. We may also disclose information about you:

6.2.1. 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;

6.2.2. if all or substantially all of our 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;

6.2.3. if we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation;

6.2.4. if necessary to protect the vital interests of a person; and

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6.2.5. to enforce or apply our terms and conditions or to establish, exercise or defend our rights and those of our staff, customers or others.

6.3. Except as explained above, we will not disclose your personal data to any third parties for any other purpose.

## 7. Confidentiality and the security of your personal data

7.1. We are committed to keeping the personal data provided to us secure and we have implemented appropriate information security policies, rules and technical measures to protect the personal data that we have under our control from unauthorised access, improper use or disclosure, unauthorised modification and unlawful destruction or accidental loss.

7.2. All of our employees, consultants, workers and data processors (i.e. those who process your personal data on our behalf, for the purposes listed above), who have access to, and are associated with the processing of personal data, are obliged to respect the confidentiality of such personal data.

## 8. How long do we keep your data?

8.1. Your personal data will not be kept for longer than is necessary for the purposes for which it was collected and processed and for the purposes of satisfying any legal, accounting, or reporting requirements.

## 9. To where do we transfer your data?

9.1. Your personal information may be stored and processed in your region or another country, where we, our affiliates and their service providers maintain servers and facilities, including Canada and the United Kingdom. We take steps, including through contracts, intended to ensure that the information continues to be protected wherever it is located in a manner consistent with the standards of protection required under applicable law.

## 10. How to access your Personal Information and your other rights

10.1. You have the following rights in relation to the personal data we hold about you:

10.1.1. right of **access** - If you ask us, we'll confirm whether we're processing your personal data and, if necessary, provide you with a copy of that personal data (along with certain other details). If you require additional copies, we may need to charge a reasonable fee.

10.1.2. right to **rectification** - If the personal data we hold about you is inaccurate or incomplete, you are entitled to request to have it rectified. If you are entitled to rectification and if we've shared your personal data with others, we'll let them know about the rectification where possible. If you ask us, where possible and lawful to do so, we'll also tell you who we've shared your personal data with so that you can contact them directly.

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- 10.1.3. right to request **erasure** - You can ask us to delete or remove your personal data in some circumstances such as where we no longer need it or if you withdraw your consent (where applicable). If you are entitled to erasure and if we've shared your personal data with others, we'll let them know about the erasure where possible. If you ask us, where it is possible and lawful for us to do so, we'll also tell you who we've shared your personal data with so that you can contact them directly.
  - 10.1.4. right to restrict **processing** - You can ask us to 'block' or suppress the processing of your personal data in certain circumstances, such as where you contest the accuracy of that personal data or you object to us processing it. If you are entitled to restriction and if we've shared your personal data with others, we'll let them know about the restriction where it is possible for us to do so. If you ask us, where it is possible and lawful for us to do so, we'll also tell you who we've shared your personal data with so that you can contact them directly.
  - 10.1.5. right to data **portability** - You have the right, in certain circumstances, to obtain personal data you've provided us with (in a structured, commonly used and machine readable format) and to reuse it elsewhere or to ask us to transfer this to a third party of your choice.
  - 10.1.6. right to **object** - You can ask us to stop processing your personal data, and we will do so, if we are:
    - 10.1.6.1. relying on our own or someone else's legitimate interests to process your personal data, except if we can demonstrate compelling legal grounds for the processing; or
    - 10.1.6.2. processing your personal data for direct marketing purposes.
  - 10.1.7. right to **withdraw consent** - If we rely on your consent (or explicit consent) as our legal basis for processing your personal data, you have the right to withdraw that consent at any time.
  - 10.1.8. right to **lodge a complaint** with the Information Commissioner - If you have a concern about any aspect of our privacy practices, including the way we've handled your personal data, you can report it to the Information Commissioner whose contact details can be found on the Information Commissioner's Office website ([www.ico.org.uk](http://www.ico.org.uk)). This website has further information on your rights and our obligations.
- 10.2. Should you have any questions about this privacy policy or wish to exercise any of the above rights, please submit your request by email to [customerservice@patworld.com](mailto:customerservice@patworld.com). We will respond to your request in accordance with applicable laws. To protect your privacy and security, we may require you to verify your identity.

## 11. Links to other websites

- 11.1. Our website provides links to third-party websites for your convenience and information. If you access those links, you will leave our website. We have no control over the contents of those websites or their privacy practices, which may differ from ours, and we accept no responsibility for them or for any loss or damage that may arise from your use of them.

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11.2. We do not endorse or make any representations about third-party websites. This policy does not cover the personal data you choose to give to these third parties. We encourage you to review the third-party websites' privacy policies before submitting your personal information.