

# **Deanbridge Advisors International Limited t/a Deanbridge International**

## **Privacy Notice**

**10<sup>th</sup> December 2019**

Deanbridge Advisors International Limited trading as Deanbridge International ('We') are committed to protecting and respecting your privacy. We are registered (reference number ZA568338) with the UK Information Commissioners Office (ICO).

This notice sets out the basis on which any personal data We collect about 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 <https://www.deanbridgeinternational.com/> you are accepting and consenting to the practices described in this Privacy Notice.

### **Our contact details**

Name: Deanbridge Advisors International Limited, t/a Deanbridge International

Address: 85 Great Portland Street, London, W1W 7LT, UK.

Telephone: +44 20 7887 2128

Facsimile: +44 20 7887 2129

Email: [info@deanbridgeinternational.com](mailto:info@deanbridgeinternational.com)

Main point of contact: John Learmonth, Managing Director

### **What type of information We have**

We currently collect and process the following information:

- Personal identifiers and contacts, specifically your name, business address, business email address, business telephone and facsimile numbers, mobile telephone number, job title, company name and website address, and, if applicable, contact details of your assistant.

### **How We get the information and why We have it**

Most of the personal information We process is provided to us directly by you for one of the following reasons:

- You may give us information about you by filling in forms on our website [www.deanbridgeinternational.com](http://www.deanbridgeinternational.com) (our **website**) or by corresponding with us by telephone, email or otherwise. This includes information you may provide when you register to use our website, subscribe to our services, search for a product, place an order on our website, participate in discussion boards or other social media functions on our website, enter a competition, promotion or survey and when you report a problem with our website. The information you give us may include your name, business address, business email address, business telephone and facsimile numbers, mobile telephone number, job title, company name and website address, and, if applicable, contact details of your assistant.
- With regard to each of your visits to our website We may automatically collect the following information:
  - technical information, including the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
  - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any telephone number used to call our customer service number.

We collect this personal information so We can conduct our business as described on our website, answer your questions, offer you our products and services, and fulfil your orders.

We also receive personal information indirectly, from the following sources in the following scenarios:

- We may receive information about you if you use any of the other websites We operate or the other services We provide. We are also working closely with third parties (including, for example, website and microsite hosting providers, business partners, agents, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.
- We may also collect information about you indirectly from websites, databases, news sources and contacts. We collect this information so We can conduct our business as described on our website, answer your questions, offer you our products and services, and fulfil your orders.

Under the General Data Protection Regulation (GDPR), the lawful basis We rely on for processing this information is that We have legitimate interests.

## **What We do with the information We have**

We use the information that you have given us in order to:

- carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- conduct our business as described on our website;
- provide you with information about other products and services We offer;
- notify you about changes to our service;
- ensure that content from our website is presented in the most effective manner for you and for your computer.
- administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- improve our website to ensure that content is presented in the most effective manner for you and for your computer;
- allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our website safe and secure;
- measure or understand the effectiveness of advertising We serve to you and others, and to deliver relevant advertising to you;
- make suggestions and recommendations to you and other users of our website about products or services that may interest you or them.

We may combine this information with information you give to us and information We collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information We receive).

Where We refer to the provision of information or notifications above, We may do so by post, telephone, email or text/SMS.

## **SHARING YOUR INFORMATION**

We may share your personal information with any member of our group, which means any subsidiary, any ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We will never release your data to third parties for marketing purposes without your permission.

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract We enter into with them or you.
- Analytics and search engine providers that assist us in the improvement and optimisation of our website.

We may disclose your personal information to third parties:

- 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.
- If We or our assets, either in whole or in part, are acquired by a third party, in which case personal data held by us about our customers may be one of the transferred assets.
- If 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 any terms of business communicated to you and other agreements; or to protect our rights, property, or the safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Our website [www.deanrbridgeinternational.com](http://www.deanrbridgeinternational.com) does not use cookies.

## **How We store your information**

Your information is securely stored on our company servers and on cloud-based servers. Physical and paper records are stored in a locked building with a monitored alarm service.

We keep your information for as long as We have legitimate business reasons to do so. When it is no longer necessary for us to hold your information for legitimate business reasons it will be destroyed by being certified deleted from our servers or, in the case of paper records, shredded.

The data that We collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details, the provision of support services, and the conduct our business as described on our website. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Notice.

Some payment transactions may be encrypted using SSL technology. Where We have given you (or where you have chosen) a password which enables you to access certain parts of our website or certain of our products, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of 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 your data transmitted to our website; any transmission is at your own risk. Once We have received your information, We will use procedures and security features to try to prevent unauthorised access.

## Your data protection rights

Under data protection law, you have rights. For further information about these rights please see <https://ico.org.uk/your-data-matters/>. You are not required to pay any charge for exercising your rights. If you make a request, We have one month to respond to you. Please contact us at [info@deanbridgeinternational.com](mailto:info@deanbridgeinternational.com) if you wish to make a request.

Our website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy notices and policies and that We do not accept any responsibility or liability for these notices and policies. Please check these notices and policies before you submit any personal data to these websites.

As outlined in this Privacy Notice your data will be used by us to support your business relationship with us. If you do not want to be informed in this way please contact in writing: Managing Director, Deanbridge Advisors International Limited t/a Deanbridge International, 85 Great Portland Street, London, W1W 7LT, UK. Email: [info@deanbridgeinternational.com](mailto:info@deanbridgeinternational.com). Facsimile: +44 20 7887 2129.

Any changes We may make to our Privacy Notice in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our Privacy Notice.

Questions, comments and requests regarding this Privacy Notice are welcomed and should be addressed to [info@deanbridgeinternational.com](mailto:info@deanbridgeinternational.com).

## How to complain

You can complain to us, addressing your complaint in writing to: Managing Director, Deanbridge Advisors International Limited t/a Deanbridge International, 85 Great Portland Street, London, W1W 7LT, UK. Email: [info@deanbridgeinternational.com](mailto:info@deanbridgeinternational.com). Facsimile: +44 20 7887 2129.

You can also complain to the ICO if you are unhappy with how We have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
UK  
Helpline number: 0303 123 1113