

## Website Privacy and Cookies Policy

We take the privacy of those who visit this website seriously and we aim to be transparent about our processing of personal information. Accordingly, this page explains the kinds of information we may collect about you when you interact with our website.

If you express your interest in or take part in one of our studies through the website, we will collect and process other kinds of data about you in different ways. For more information about our use of personal data in connection with our studies, please see our [study data policy](#)

### General website information

If you use this website, we will make a record of the information your web browser sends to us, typically identifying the type of browser you are using, and your IP address. We record this information in order to understand the ways in which people use our website; to detect bugs; and hostile access. We routinely delete our web server logs after 90 days.

We share this information only with our website hosting service providers, who are under an obligation not to use your information for any other purpose.

### Cookies

To make this website work properly, we sometimes place small data files called “cookies” on your device. Most big websites do this too.

#### What are cookies?

A cookie is a small text file that a website (including this website) saves on your computer or mobile device when you visit the site. It enables the website, including plugins such as YouTube, to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another. It also enables us to analyse how this website is being used.

#### How do we use cookies?

The following table explains the cookies we use and why we use them.

Purpose	Vendor	Description
Cookie Notice		This cookie is used to record whether that have acknowledged our cookie and privacy policy, which is displayed in a header on our site. Once you have clicked on the “OK” button a cookie is set, and the header is no longer displayed on subsequent visits.
Analytics	Google Analytics Segment	These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve our website. The cookies collect information in an anonymous form, including the number of visitors, where visitors have come from and the pages they visited.

<b>Marketing</b>	Google  Facebook  Twitter	We use external marketing platforms to bring new visitors to our website, and to communicate with our previous visitors. These platforms may use cookies to record where visitors have come from and the pages they visited.
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### How to control cookies

You can control and/or delete cookies as you wish – for details, see [aboutcookies.org](http://aboutcookies.org). You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit a site and some services and functionalities may not work.

### Emails

If you sign up to be on our mailing list via this website, we will ask you for the following information:

- First name
- Last name
- Email address

Unless we are in direct correspondence with you – for example because you have asked us specific questions about our products or services – we will only use this information for the following purposes:

- Promotional emails, for example:
  - Product updates and key milestones
  - Our presence at events & conferences (e.g. poster presentations, talks, booths, webinars, symposia etc.)
  - Our publications (e.g. journal papers, conference proceedings, magazine spreads etc.)
- Inviting you to participate in research studies
- News and press releases
- Outbound newsletters
- Survey invitations

You may unsubscribe from our mailing lists at any time and any promotional email we send you will contain an option to enable you to unsubscribe.

We will not allow any third parties to make use of your email information, but we may use third party data processors, for example to automate our handling of mailing lists. Any use we make of data processors will require them only to act only on our instructions concerning your personal data.

### Lawful basis

It is lawful for us, under the General Data Protection Regulation (GDPR), to process the information described in this notice because we have a

- Legitimate interest in operating a website and using the information we collect for these purposes.
- Where you have signed up to a mailing list, we have a legitimate interest in emailing you so long as you do not object to our doing so.

We do not believe the way in which we are processing them is likely to cause you any harm.

06 June 2019

## **Subsidiaries**

We carry out some of our business through a number of subsidiary companies and, as part of that business, we may share your personal information with them. For the purposes of our privacy policy, they do not count as “third parties”.

Our subsidiaries will deal with your personal information strictly in accordance with this privacy notice.

## **Transfer of data outside Europe**

This website may be hosted by servers in the United States of America. In order to ensure protection of your personal data, our hosting provider has signed up to the US-EU Privacy Shield system, which acts as a safeguard, ensuring that your personal data is treated with the same respect as it would be if the GDPR did apply. For more details of the Privacy Shield, see <https://www.privacyshield.gov/>

## **Your rights**

Under the [General Data Protection Regulation](#) you have a number of important rights free of charge. In summary, those include rights to:

- access to your personal information
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner’s Office \(ICO\) on individuals rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please:

- email, call or write to us
- let us have enough information to identify you (eg when you accessed the website and from what location)

If you would like to unsubscribe from any email newsletter you can also click on the ‘unsubscribe’ button at the bottom of the newsletter.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/make-a-complaint/your-personal-information-concerns/> or telephone: 0303 123 1113.

## **Who we are**

We are Zoe Global Ltd, company registration number 10902884, with VAT registration number 276647362 and whose registered address is at 164 Westminster Bridge Rd, London, SE1 7RW, United Kingdom.