

## **Privacy Policy – Mark Colbourne**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make an enquiry with Mark Colbourne (“www.markcolbourne.com”).

### **Personal information we collect**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information” and is purely used to understand user behaviour.

### **We collect Device Information using the following technologies:**

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you make an enquiry through the website, we collect certain information from you, including your name, email address and phone number when applicable. We refer to this information as “Customer Enquiry Information”. When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Customer Enquiry Information.

### **How do we use your personal information?**

We use the Customer Enquiry Information that we collect generally to make contact with you regarding the services of Mark Colbourne MBE. We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

### **How else do we collect personal information?**

We will sometimes receive enquiries through our social media accounts. This information is processed the same way as the customer enquiry information. All information given is stored for a maximum of 30 days if no contact is made.

### **Sharing your personal information**

We use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

### **Behavioural advertising**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

### **Do not track**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

### **Your rights**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfil contracts we might have with you (for example if you make an enquiry through the Site), or otherwise to pursue our legitimate business interests listed above.

### **Data retention**

When you enquire through the Site, we will maintain your Customer Enquiry Information for our records unless and until you ask us to delete this information.

### **Changes**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

### **Minors**

The Site is not intended for individuals under the age of 18.

### **Contact us**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us through this website and a member of the compliance team will act accordingly.

### **Privacy Policy last updated**

20<sup>th</sup> October 2019