

# B2B Marketing Privacy Policy

Effective: 20 April 2018

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## Why we process your data

### We may process your data for a number of different purposes:

- › To keep you up to date with the latest, relevant content we've published.
- › To administer any membership you have with us.
- › To keep you up to date and invite you to any of our latest, relevant events, training programmes, webinars or podcasts we are producing.
- › To administer any training course, programme or event delegate bookings you've bought from us.
- › To collect your feedback and seek your insight through online survey invitations.
- › To give you access to content and events provided by our approved third-party partners.

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## Our lawful basis for processing your data

### It's necessary for us and in our legitimate business interest to:

- › Keep our customers, members and contacts informed of our latest content, products and services.
- › Manage and administer their memberships and purchases.
- › Use a variety of direct marketing channels and messages to ensure our contacts are kept informed.
- › Collect personal data that helps us keep our content targeted and relevant.
- › We will keep your data safely and securely for as long as necessary or according to your instructions.
- › We review the data we hold at least once every two years.
- › For more information about how we store your data, please contact us directly.



In particular you could expect to receive from us:



- › A weekly email update bulletin highlighting our latest trending content, downloadable reports, and forthcoming events and training.
- › A weekly email Partner Bulletin highlighting our latest third-party partner content, including whitepapers, webinars and guides.
- › A weekly or bi-weekly email update on forthcoming events.
- › Occasional email updates on surveys or webinars we're running or new reports (or partner reports) we've published.
- › Occasional direct mailings or telemarketing calls about our forthcoming training, content or events.
- › Occasional account management calls to check in on how you're getting on with any of our products or services you use.

## You're in control

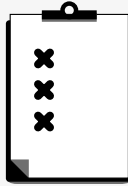


You can manage your preferences and unsubscribe from any or all of these different types of email at any time.

Click here to update your preferences. [b2bmarketing.net/en-gb/confirm-your-email-preferences](https://b2bmarketing.net/en-gb/confirm-your-email-preferences) or email us here.

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## Types of data we collect



### Use of cookies

B2B Marketing uses cookies and other third-party tracking technologies in our websites and across other websites that help us collect information about our customers and users.

### Third-party data

B2B Marketing may receive data from our partners, affiliates or others, that we use to make our own information better or more useful.

When you register on our website or purchase any of our professional development services we'll ask for:

- › Your name
- › Your job title
- › Your job role
- › Your email address and contact number
- › A password (for website access)
- › The name of the organisation you work for
- › The type of industry you work in
- › The number of employees in your organisation (by band).

## Additional information provided to B2B Marketing

We may receive and store other information, eg:

- › Data submitted to our websites.
- › If you participate in a focus group, contest, activity or event.
- › If you apply for a job, request support.
- › If you interact with our social media accounts.
- › Or otherwise communicate with B2B Marketing.

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## Recipients of the data we collect

We will always let you know if we want to share the data we collect from you with a third party. Specific cases where we may do this are:

**Digital content supplied by our partners,** e.g. whitepapers, guides, surveys, webinars. If we ask you to complete an online form to access this content we will always tell you the name of the partner (company) that we will be sharing the data we collected with.

**Offline content delivered by our partners at our face-to-face events.**

When you register for events of sponsored sessions co-hosted by our partners we will always tell you the name of the partner (company) that we will be sharing the data we collected from you.



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## Your rights

You can reasonably request:

- › Access to the personal data we hold on you.
- › For inaccurate or incomplete personal data held on you to be rectified or completed.
- › For your personal data to be suppressed or erased.

Data Protection Authority

- › You have the right to raise a concern or lodge a complaint with a supervisory authority. In the case of residents of the UK please see more information [here](#).

Your right to object

- › You have the right to opt out of our direct marketing at any point.
- › To unsubscribe from all our emails by submitting this [unsubscribe form](#).
- › To opt out of our direct mail or telephone marketing call +44 (0)207 014 4920 or email [info@b2bmarketing.net](mailto:info@b2bmarketing.net).

Changes to this Privacy Policy

- › We review our data protection and privacy procedures and policy regularly and post any changes to our Privacy Policy on [this page](#).

