

FAIR PROCESSING NOTICE & PRIVACY POLICY FOR THE PULSE BUSINESS 2018

As with any company that processes and manages data, we take data protection and privacy very seriously. Our business is founded on the delivery of real-time data so it's down to us to make sure we manage all of our data processing and privacy in the right way. Whether you are a client who answers our pulses or a visitor to our website, this document explains what we do with your personal information and what happens when you visit our website.

The Pulse Business - our website

Q: What happens when you visit our website?

Our website is designed to share information rather than collect significant information about you as a visitor. For example, we like to know what interests you i.e. what topics you like as this helps us plan our pulse calendar. So if you download pulse data from our website, we keep a record of the topic you chose for our marketing purposes.

Q: Do you use Cookies on your website?

We only use cookies where they are necessary for the proper functioning of our website and to gain a better understanding of how you interact with our website. If you are uncomfortable regarding Cookie use, you can disable Cookies by changing the settings in the preferences or options menu in your browser.

Q: Do you capture personal data from me when I am on your website?

On our website, you will have the option to decide how much or how little you want to share with us. During your visit, we may ask you to provide your email address for future communications or as part of the sign up process to receive one of our pulses. This is optional. If you decide you want to share your email address with us, you will receive an email from us confirming your request and the details of the information we hold.

Q: Can I stop you using my personal data?

Yes, you can. Please let us know immediately if you do not want us to store any personal information about you on our database. All you need to do is send a request to pulseme@thepulsebusiness.co.uk and we will update our database straightaway.

Q: Do we ever share any of your information with outside parties?

We will not sell any individual information and will share it only with your consent or where it necessary to do so to deliver a service to you or where required by law.

Q: How is my personal data protected by The Pulse Business?

To maintain the security of your personal data, we run an SSL certificate on our server which adds an extra layer of protection by encrypting all of the email addresses we hold, making them as secure as possible.

If you are receiving one of our pulses on behalf of one of our clients, we will delete your email address from our internal IT systems e.g. laptops, desktops etc. as soon as it has been uploaded to The Pulse Business' software platform. This minimises the risk of data breaches should our IT equipment become lost or stolen. When you download the pulse to your computer, your internet address may be automatically collected and placed in our internet access logs. This information is not used for any purpose other than the administration of the software.

When you reply to one of our pulses run on behalf of one of your clients, we will share your response using a password protected spreadsheet. Please note it is the responsibility of your client to gain consent for your email to be included in the pulse.

Q: What is an SSL certificate?

An SSL (Secure Sockets Layer) certificate is a digital certificate that authenticates the identity of a website and encrypts information sent to the server using SSL technology. Encryption is the process of scrambling data into an undecipherable format that can only be returned to a readable format with the proper decryption key.

Q: How safe is my personal data?

While we take the appropriate measures to ensure your personal data is safe, the open nature of the internet is such that data may flow over networks without security measures. These networks may be accessed and used by people other than those for whom the data is intended.

Our Pulse software

Q: What happens when you send me a pulse?

When we send you a pulse, it will appear in your email inbox. We will keep a record of your response and your comment, if you gave one. You can unsubscribe from the pulse by clicking on the link at the bottom of the email. You can also ask us to stop pulsing you at any time by sending an email pulseme@thepulsebusiness.co.uk.

If you are responding to one of our marketing pulses we only publish representative data and do not include any individual email addresses. Depending on what comments you share with us, we may contact you directly to see if you are happy for us to use your comments for marketing purposes. If we do not receive your consent, we will not share or publish anything about you, your response or comment.

Other information we may hold about you

We may hold information about you if you have voluntarily submitted it to us - for example, through the exchange of business cards. The personal data we hold includes some or all of the following - your name; job title; organisation; work address and your telephone number. For more information, please do not hesitate to get in touch at pulseme@thepulsebusiness.co.uk.

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