

Our Privacy Policy

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

Our website uses cookies. By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

1. What information do we collect?

We may collect, store and use the following kinds of personal information:

- a. information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation);
- b. information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our goods, services or events (including name, email, phone number, company name, financial details);
- c. information that you provide to us for the purpose of registering with us (including name, email, phone number, company name);
- d. information that you provide to us for the purpose of subscribing to our website services, whitepapers, email notifications and/or newsletters (including name, email, phone number, company name); and
- e. any other information that you choose to send to us.

2. Cookies

A cookie consists of a piece of text sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both "session" cookies and "persistent" cookies on the website. We may use the session cookies to keep track of you whilst you navigate the website. We may use the persistent cookies to enable our website to recognise you when you visit.

Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available [online](#)

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites.

3. Using your personal information

Personal information submitted to us via this website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- a. administer the website;
- b. improve your browsing experience by personalising the website;
- c. enable your use of the services available on the website;
- d. send to you goods purchased via the website, and supply to you services purchased via the website;
- e. send statements and invoices to you, and collect payments from you;
- f. send you general (non-marketing) commercial communications;
- g. send you email notifications which you have specifically requested;
- h. send to you our newsletter and other marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications); and
- i. deal with enquiries and complaints made by or about you relating to the website.

Where you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.

All our website event bookings are handled through our bookings services provider, Eventbrite. You can review the Eventbrite privacy policy [online](#). We will share information with Eventbrite only to the extent necessary for the purposes of managing event bookings you make via our website and dealing with complaints and queries relating to such bookings.

All our website financial transactions are handled through our payment services provider, PayPal. You can review the PayPal privacy policy [online](#). We will share information with PayPal only to the extent necessary for the purposes of processing payments you make via our website and dealing with complaints and queries relating to such payments.

4. Disclosures

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably

necessary for the purposes as set out in this privacy policy.

In addition, we may disclose your personal information:

- a. to the extent that we are required to do so by law;
- b. in connection with any legal proceedings or prospective legal proceedings;
- c. in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and
- d. to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling;

Except as provided in this privacy policy, we will not provide your information to third parties.

5. Security of your personal information

We may store personal data itself or such information may be included in databases owned and maintained by company affiliates, agents or service providers. We take what it believes to be reasonable steps to protect the personal data provided via our website from loss, misuse, unauthorised access, inadvertent disclosure, alteration, and destruction.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet. In particular, e-mail sent to or from our website may not be secure. Therefore, you should take care in deciding what information you send to us via e-mail. Please keep this in mind when disclosing any personal data via the Internet.

6. Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

7. Your rights

You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to:

- a. the payment of a fee (currently fixed at £10.00); and
- b. the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

We may withhold such personal information to the extent permitted by law.

You may instruct us not to process your personal information for marketing purposes, by sending an email to us. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes.

8. Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

9. Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

10. Contact

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to info@abusinessinnovation.com or by post to PO Box 55980, London W11 9AZ.