

## **Feedzon Privacy Policy**

Last Updated 04 January, 2014

We're committed to protecting the privacy of people who use our products and services, or who visit our website. As part of our responsibility we let you know what information we collect, why we collect it and what we do to safeguard it.

### **Information we collect**

Essentially we collect three types of information:

- Personal data that we request during registration for one of our services or attendance at an event, such as a person's name, contact details, the organisation they belong to, their role in that organisation and other relevant information which helps us to deliver the services we offer.
- Anonymous information about your computer and about your use of this website.
- Information about the use of our products and services for analysis, accounting and billing purposes. Once a service transaction has been completed, any data provided to us as part of that transaction is normally deleted immediately. For example, if you use the Feedzon Reader OCR service, your original image document and results will be deleted as soon as you have downloaded the results. We only retain details that identify the transaction took place on your account, the type of transaction and the number of credits used.

### **How we collect your information**

We may collect personal information from you when you:

- Subscribe to a newsletter or event
- Subscribe to our products or services
- Purchase credits or activate any of our services on your account

So, whenever we collect information about you personally, this is only done with your knowledge and consent and you have the right to ask us to stop using this information.

### **Google Analytics**

feedzon uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files which are stored on your computer and which enable you to analyse your use of the feedzon website. The anonymous information generated by the cookie on your use of feedzon (including your abbreviated IP address) is transmitted to a Google server in the USA and are stored there. Google will use this information to assess your use of feedzon, to compile reports on the activities for us and to provide more services connected with use of feedzon and the internet. It is also possible that Google may transmit this information to third parties if this is prescribed by law or if third parties process this information on behalf of Google.

If you do not want this analysis you can deactivate Google Analytics by installing a browser add that can be downloaded here: <http://tools.google.com/dlpage/gaoptout?hl=de>.

## **Cookies**

Feedzon websites do not use any other cookies.

## **How we use your information:**

### **Personal data**

We may contact you with information about our products and services that we think you may be interested in. We will also use your personal details if you have indicated that you wish to be sent communications about Feedzon news, events and services either when attending an event, or signing up to a newsletter. You can choose to unsubscribe at any time.

### **How we protect your information**

Feedzon maintains appropriate technical and operational measures to safeguard your personal data. The servers containing your personal data are located in secure data centre locations where access is limited to authorised staff. All HTTP data transmissions to and from your application or website to Feedzon services are encrypted using SSL. Personal data is processed automatically by Feedzon's systems without human intervention as far as possible.

The personal data which Feedzon holds is never modified or disclosed to any third party other than as described in this policy. We never sell, rent or trade your personal data. Service Providers in the EU and USA are obliged to follow regulations similar to the Data Protection Act. If we engage Service Providers from elsewhere we receive equivalent undertakings so that your personal data remains protected.

We will remove your personal data from our live systems as soon as you or the administrator for your organisation instructs us to do so. Once removed from our live systems, personal data may be retained for up to twelve months but only as part of our backup procedures.

We continually monitor our systems and practices to verify that this policy is followed to ensure the security and confidentiality of the information that we collect. All our staff have been instructed in the importance of the Data Protection Act, information security and this privacy policy.

## **Access to your information**

You have the right to ask us:

- to give you a description of the personal data that we hold for you
- to tell you why we are holding it
- to tell you who it could be disclosed to
- to let you have a copy of your personal data
- to correct any mistakes
- to remove you from any of our mailing lists.

Please use the website contact form if you want to make use of these rights.

You can view and edit your personal data by logging on to your Feedzon account.

## **More information about this policy**

Feedzon is a company limited by guarantee (registered in England and Wales, company number 8758836), whose registered office is at Unit F Penfold Trading Estate, Imperial Way, Watford, Hertfordshire, WD24 4YY, England. Feedzon Limited is the data controller for the purposes of the Data Protection Act 1998 for information collected through this website.

As a condition of the use of our services, you consent to the terms of this privacy policy. We may update this privacy policy from time to time. The latest version is always available on our website and we recommend that you check at regular intervals to ensure you are familiar with the current version.

This privacy policy applies only to the use of your personal data by Feedzon. Feedzon is not responsible for the privacy policies or practices of any third party websites linked to from Feedzon websites.

## **Contact us**

Please use the website contact form if you want to enquire about any aspect of this privacy policy.