

PRIVACY & COOKIES POLICY

The Foundry Visionmongers Limited (“we”, “us”) are committed to protecting and respecting your privacy.

SCOPE OF POLICY

This policy (together with our end-user licence agreement as set out at <https://www.thefoundry.co.uk/EULA/EULA.pdf> (“EULA”), together with our Website Terms and Conditions as set out at <http://www.thefoundry.co.uk/about-us/terms-conditions/>) applies to your use of:

- any of our products available through our site (www.thefoundry.co.uk); and
- any of the services accessible through our site.

This policy sets out the basis on which any personal data we collect from you or about you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998, the data controller is the Foundry Visionmongers Limited, a private limited company registered in England and Wales under company number 04642027 with its registered and main trading office at 5 Golden Square, Golden Square, London, W1F 9HT, United Kingdom.

DATA COLLECTION

We collect personal data that you provide while using our site and/or our products or otherwise conducting a commercial relationship with us, including by way of our products collecting data about your computer equipment and your use of our products.

To keep our database accurate, and to ensure that your use of our products complies with your authorised licensing, we may also collect information about you from other sources, such as public records or bodies or private organisations.

USES OF INFORMATION WE MAY COLLECT FROM YOU

We will:

- Process and use your personal data for research and development, customer administration and support, verifying permitted use of our software and general marketing purposes.
- Implement security policies, rules and technical measures to protect personal data under our control from unauthorised access, improper use or disclosure, unauthorised modification and unlawful destruction or accidental loss.
- Gather information about visitors’ and users’ internet protocol (“IP”) addresses, media access control (“MAC”) addresses and email addresses as well as domain names when possible, to detect and reduce abuse by pirates. This is for our protection and yours.
- Use gathered information to determine ways to customize and improve our website, our products and our services to fit the needs of our users.
- Use cookies to store information about users so that we can remember information to make visiting our website a more personalised and enjoyable experience. (We say more on cookies below).

- Use your registered email address to contact you regarding administrative issues with your account.
- Send important information and announcements about us to your registered email address, if you have chosen to opt into the mailing list through your account settings. If at any time you have problems with your settings and/or wish to be removed from this service, please contact us.
- Assume, if you give us personal data about somebody else, such as a work colleague, that you have their permission to do so and their data will be subject to this policy.

COOKIES

Cookies are very small text files that are stored on your computer device when you use it to visit many websites. We use cookies to distinguish you from other users, by tracking visitor behaviour and storing certain site preferences. This helps us to provide you with a good experience when you use or browse the website and also allows us to improve our products, services and the website.

If you prefer not to allow the use of cookies, you can change the configuration of your browser to either warn you when you receive a cookie or to automatically reject them. However, you may find that disabling cookies means that certain areas of our site do not function correctly.

If you would like to find out more about cookies, including how to control or delete them, then we recommend you visit <http://www.aboutcookies.org> for detailed guidance.

What types of cookies do we use?

Session cookies – A session cookie remembers your login for you and what you have put in your shopping basket. We consider these to be strictly necessary for the working of our website. If these are disabled, then various functions on our site will not work.

Google Analytics - We use this tool to understand how the website is being used so as to improve user experience. The user data is anonymous.

Google Remarketing – Google uses these cookies to show relevant adverts to users who have previously visited our site, as they browse other websites. To opt-out from Google's remarketing programme, please edit your Google Ad Settings.

Concrete 5 CMS – We use this tool to collect information about how visitors use the site, the services or the materials. This information is collected in aggregate form, without identifying any use individually. We may use this aggregated information for improving and enhancing the site, the services and materials and for statistical analysis.

Eloqua – These tools help us to understand more about the areas of our website you are most interested in. We then use this information to tailor marketing messages to you.

Facebook – Cookies and pixels are used to understand and deliver ads and make them more relevant to you. We may also use a cookie to learn whether someone who saw an advert on Facebook later visited our website.

KISSMetrics - – We use this tool to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

ClickTale - We use this tool to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

Optimizely – We use this tool to collect information to remember users' settings, analyse trends, administer the site, and track users' movements around the site and to gather demographic information about our user base as a whole. The user data is anonymous.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the Companies Act 2006 (our "**Group**").

All of our employees and any third party data processors that have access to or are associated with the processing of personal data are obliged to respect its confidentiality.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, or the shareholders of any company in our Group decide to sell any shares, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets or shares and we shall require them to maintain the confidentiality of any such data.
- If we are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request.
- In order to:
 - enforce or apply the EULA, our Website Terms and any other agreements or to investigate potential breaches; or
 - protect the rights, property or safety of The Foundry Visionmongers Limited our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection, licensing compliance and credit risk reduction.

WHAT WE WILL NOT DO

We will not:

- other than within our trusted partner network and within our Group, share your information with any other company or entity;
- sell your information to any other company or entity; or
- knowingly contribute to the proliferation of SPAM.

WHERE WE STORE YOUR PERSONAL DATA

If you live in a country in the European Economic Area ("EEA"), please note that the data that we collect from you may be transferred to, and stored at, a destination outside the EEA. It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

We give you the option of using a secure transmission method to send personal data to or through our site.

All information you provide to us is stored on our secure servers. Any payment transactions carried out by us or our chosen third-party provider of payment processing services will be encrypted using Secured Sockets Layer technology or Transport Layer Security.

Where we have given you (or where you have chosen) a password that enables you to access certain parts of our website, you are

responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will take all reasonable measures to protect your personal data, we cannot guarantee the security of your data transmitted to our site. Any transmission is at your own risk.

YOUR RIGHTS

You have the right to ask us (i) not to process your personal data for marketing purposes and (ii) to correct any of your personal data in our possession. You can exercise your right to prevent such processing at any time by contacting us at legal-notices@thefoundry.co.uk and providing sufficient information for us to identify you and your personal data.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites and any services that may be accessible through them have their own privacy policies and that we do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services.

ACCESS TO INFORMATION

This Privacy & Cookies Policy has been updated in May 2015. We reserve the right to amend our Privacy and Cookies policy and any changes we may make in the future will be posted on this page. .

CONTACT US

Questions, comments and requests regarding this Privacy & Cookie Policy are welcomed and should be addressed to Data & Privacy Policy Enquiries, The Foundry Visionmongers Ltd, 5 Golden Square, London W1F 9HT, UK or legal-notices@thefoundry.co.uk.