

## **Policy Statement Privacy**

### **SHEWoolf Commitment:**

To meeting our obligations under privacy and data protection laws and respecting the rights of the individuals whose personal information we process. We also recognise the increasing emphasis placed by our clients on privacy and data protection issues and ensure that our services and operations support their processing of personal information in a secure and legally compliant manner.

This privacy notice is aligned with our General Data Protection Regulation Policy and SHEWoolf Values.

### **Personal information we process**

We may collect, use and store the following types of personal information when you visit our website:

- Contact details - full name, email address, phone number, postal address
- Business information - job title, seniority level, organisation/employer
- Online tracking information - identification numbers, location (country), internet protocol address (IP Address), browsing behaviour, cookies, pixels, device ID, websites visited, language used
- Account login information - login ID, usage analytics, other information used to access and/or secure systems, applications and digital services including our website
- Health information - we do not routinely collect health information through our website; however, you may be invited to submit details of dietary requirements or restrictions, and accessibility requirements (including mobility, sight or hearing) where needed to facilitate your attendance at one of our events
- Other information - feedback, opinions, interests, queries or any other information that you provide directly to us through our website (for example, you may indicate that you are interested in receiving digital communications from us relating to events)

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

We obtain your personal information when you visit our website, when you send us your enquiries (for example, engaging with our experts through our website), when you submit an online form, or through other digital communication channels featured on our website.

#### **Website activities:**

- We collect your personal information when you visit our website, register for our online newsletters and insights or send us your enquiries. This includes any information that you provide to us by email or within the forms that you submit or the forms that you use to register for our events.

#### **Digital marketing communications:**

- Any digital communications which you have signed up for include some tracking technologies to help us understand how you interact with those communications (for example, which content you click through to read more detail).

#### **Social media:**

- We have added social media services to our website to enable you to share our content with our stakeholders, business contacts, and supply chain. If you use any social media and social business tools on our websites, including X, LinkedIn, Facebook, Instagram and YouTube, any personal information you provide will be subject to those social media sites, which may have their own cookies and privacy notices. You should carefully review those notices to ensure you are happy with how they process your personal information.

#### **Third parties:**

- Third parties collect your personal information (on our behalf) when you visit our website (using online tracking technologies). This is to help us understand more about your interests and experience when visiting our website (for example, where visitors come from, and the most popular pages visited). We will always confirm with you first, that you have agreed to the collection and use of this personal information.



### How we use your personal information

We will only use personal information about you when the law allows us to do so. In certain locations, there may be differences in the legal justifications that can be relied upon when we collect, use, and handle personal information due to local legal requirements or the way that SHEWoolf operates in that location. If that is the case, we will notify you of the differences in a supplementary privacy notice.

We have outlined the purposes for which we use your personal information in the context of our website activities below, along with the categories of personal information used:

- To facilitate the use of our website
- Evaluate improvements and other modifications to the functionality of our website, services and products
- Ensure the security and integrity of our website, applications and digital services
- Detect and prevent criminal activity, including fraud

Categories of personal information used for the above purposes include (this list is not exhaustive):

- Contact details
- Business information
- Online tracking information
- Account information
- Marketing and business development
- Ensuring the content from our website is presented in the most engaging manner for you and for your device
- Provide you with information regarding our services, products, and events
- Understand and assess your interests to improve our website, services and products
- Improve the content on our website and digital marketing communications
- Your feedback, opinions and interests
- To understand your interests in order to improve your experience when visiting or accessing our website, and services
- To improve the quality of our responses and our interactions with you
- To provide you with the services and products for which you access or subscribe to
- Disclosing personal information to government agencies, regulatory authorities or law enforcement (this includes complying with subpoenas and court orders)
- Record keeping and reporting obligations
- Pursuing our legal rights and remedies
- Establishing, exercising or defending SHEWoolf's legal position
- Managing complaints and legal claims

When using your personal information for the purposes above, we will generally rely on your express or implied consent as our legal justification.

We may also process this information based on our legitimate interests. If this is the case, then we will balance your rights and freedoms against our own interests, or those of any third parties, to ensure that your rights are not infringed.

### How we share your personal information

Personal information processed during our business activities may be shared, used, handled and otherwise made available to service providers, and third parties when it is necessary and proportionate to do so. We may share, provide access to and transfer your personal information.

Our third-party services providers who help us communicate with you and deliver our programmes, products, information and services, support our website and help us to understand how you interact and engage with our websites.

An acquiring company if the structure of our business changes. For example, if we merge, combine or divest a part of our business, then we may need to transfer your personal information to the relevant third party or restructured organisation.



Regulatory authorities or law enforcement agencies if we need to comply with their request for information, such as where an investigation is being carried out.

When we need to share your personal information with these third parties, we use a combination of contractual, physical and technical measures to keep it secure. To protect personal information that is transferred internationally, we ensure that appropriate safeguards are in place and that your privacy and data protection rights are protected. Those safeguards will normally include data encryption, role-based access permissions, and legal agreements that facilitate the lawful cross-border transfer of personal information.

Please note we will never sell your personal information to a third party for any purpose.

#### How we protect your personal information

We work hard to maintain and improve security measures that prevent personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We have put in place suitable physical, electronic and managerial procedures to safeguard and secure data, including; network security; encryption; anti-virus software; data storage, location multi-factor authentication; back up; disaster recovery, data destruction and incident management.

We limit access to personal information to individuals and organisations who have a legal right of access (for example, regulatory authorities or law enforcement agencies), or a legitimate business need to know (for example, platform owners, website managers and service providers). Our service providers and suppliers will only process personal information in accordance with our instructions, and we ensure that all third parties are subject to a legal duty of confidentiality.

All SHEWoolf people who may be required to access your personal information when carrying out their duties are required to complete privacy and data protection training on an annual basis.

#### How long we keep your personal information

We will only retain personal information for as long as reasonably necessary for the purposes set out in this notice. In certain cases (where required by law) we may need to keep your personal information for an extended period (for example, for audit, litigation or dispute purposes).

When your personal information is deleted or destroyed, we ensure that it is safely and permanently disposed of in accordance with any legal requirements.

#### Your privacy rights and choices

SHEWoolf respect your rights over your personal information, which are set out below:

- Right of access to your personal information. This enables you to request a copy of your personal information and to check that we are processing it lawfully.
- Right to correct the personal information that we hold about you. This enables you to ask us to amend or update any incomplete or inaccurate personal information.
- Right to request erasure of personal information about you. This enables you to ask us to delete or remove personal information where there is no valid reason for us to continue processing it.
- Right to object to the use of your personal information if you think we do not have a valid reason to process it and want us to stop processing it.
- Right to restrict further use of personal information about you. This enables you to ask us to limit or suspend the use of your personal information (for example, if you want us to confirm its accuracy or the reason why we are processing it).
- Right to transfer personal information about you to another party. You can ask us to send (or “port”) your personal information to another organisation.

You can exercise these rights at any time by initiating a request through [support@shewoolf.co.uk](mailto:support@shewoolf.co.uk).

There may be occasions where we need to collect personal information from you, such as your name and contact details, to verify your identity before responding to your request.

We will handle your request carefully and respond to you within any applicable statutory deadline. We will respond to your request promptly and look to resolve any query within 30 days and free of charge. However, we reserve the right to refuse or charge an administrative fee for the furthering of any of the above requests if they are done so in a frivolous, vexatious or excessive manner. We will always notify you if such a charge is being applied.

If you choose to exercise any of your rights set out above, then please be assured that we are committed to treating you fairly and ensuring non-discriminatory treatment.

Please note the extent to which you can exercise your rights may be limited by the rights and interests of others, for example, where we are unable to delete all your personal information due to our regulatory obligations. If this is the case, we will let you know without undue delay.

#### Changes to our Privacy Policy

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

#### Responsibility:

SHEWoolf Directors, will:

- Monitor compliance with this Privacy Policy
- Ensure Information Commissioners Office Registration is maintained

Stephen Woolf Owner/Director

Signed:



Date: 15/09/2025