

## **WEBSITE PRIVACY POLICY**

### **INTRO**

Effective date: 22 June, 2018. Mark Binmore (“I” “us”, “we”, or “our”) operates the <https://markbinmore.com> website (the “Website”). This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our website and the choices you have associated with that data. We use your data to provide and improve the website. By using the website, you agree to the collection and use of information in accordance with this policy.

### **DEFINITIONS**

#### **Personal Information.**

Personal Information means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

#### **Usage Information**

Usage Information is data collected automatically either generated by the use of the Website or from the website infrastructure itself (for example, the duration of a page visit).

#### **Cookies**

Cookies are small pieces of data stored on a User’s device.

#### **Data Controller**

Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information is, or will be, processed. For the purpose of this Privacy Policy, we are a Data Controller of your information.

#### **Data Processor (or Service Providers)**

Data Processor (or Service Provider) means any person (other than an employee of the Data Controller) who processes the data on behalf of the Data Controller. We may use the services of various Service Providers in order to process your data more effectively.

#### **Data Subject**

Data Subject is any living individual who is the subject of Personal Data.

#### **User**

The User is the individual using our Website. The User corresponds to the Data Subject, who is the subject of Personal Information.

## **INFORMATION WE COLLECT & USE**

### **Types of Information Collected**

#### ***Personal Information***

While using our Website, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Information”). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Cookies and Usage Data

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

### ***Usage Data***

We may also collect information how the website is accessed and used (“Usage Data”). This Usage Data may include information such as your computer’s Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

### ***Tracking Cookies Data***

We use cookies and similar tracking technologies to track the activity on our Website and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Website.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Website.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Website.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.

### **Use of Information**

Mark Binmore uses the collected data for various purposes:

- To provide and maintain our Website
- To notify you about changes to our Website
- To allow you to participate in interactive features of our Website when you choose to do so
- To gather analysis or valuable information so that we can improve our Website
- To monitor the usage of our Website

- To detect, prevent and address technical issues
- To provide you with news, special offers and general information through our newsletter

### **Legal Basis for Processing Personal Data Under General Data Protection Regulation (GDPR)**

If you are from the European Economic Area (EEA), Mark Binmore's legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

Mark Binmore may process your Personal Data because:

- You have given us permission to do so
- The processing is in our legitimate interests and it's not overridden by your rights
- To comply with the law

### **Retention of Information**

Mark Binmore will retain your Personal Information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Mark Binmore will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Website, or we are legally obligated to retain this data for longer time periods.

### **Transfer Of Information**

Your information, including Personal Information, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United Kingdom and choose to provide information to us, please note that we transfer the data, including Personal Information, to United Kingdom and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Mark Binmore will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Information will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

## **DISCLOSURE OF INFORMATION**

### **Disclosure for Law Enforcement**

Under certain circumstances, Mark Binmore may be required to disclose your Personal Information if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

### **Legal Requirements**

Mark Binmore may disclose your Personal Information in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Mark Binmore
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Website or the public
- To protect against legal liability

### **Security Of Information**

The security of your information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

### **Your Data Protection Rights Under General Data Protection Regulation (GDPR)Rights**

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Mark Binmore aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

**The right to access, update or to delete the information we have on you.** Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.

**The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.

**The right to object.** You have the right to object to our processing of your Personal Data.

**The right of restriction.** You have the right to request that we restrict the processing of your personal information.

**The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.

**The right to withdraw consent.** You also have the right to withdraw your consent at any time where Mark Binmore relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

## **WEBSITE SERVICE PROVIDERS**

We may employ third party companies and individuals to facilitate our Website (“Service Providers”), to provide the Website on our behalf, to perform Service-related services or to assist us in analyzing how our Website is used.

These third parties have access to your Personal Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### **Google Analytics**

We use Google Analytics to monitor and analyze the use of our Website.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Website. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>

### **Behavioral Remarketing using Facebook**

Mark Binmore uses remarketing services to advertise on third party websites to you after you visited our Website. We use the Facebook pixel on our Website to inform, optimize and serve Facebook News feed ads based on your past visits to our Website. Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest-based ads follow these instructions from Facebook:

<https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA

<http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada

<http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe

<http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy:

<https://www.facebook.com/privacy/explanation>

### **Links to other websites**

Our Website may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

### **CHILDREN'S PRIVACY**

Our Website does not address anyone under the age of 13 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children have provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from children without verification of parental consent, we take steps to remove that information from our servers.

### **changes to this privacy policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Website, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **contact us**

If you have any questions about this Privacy Policy, please contact us using contact form on website.