

## THE MARKETING CENTRE PRIVACY POLICY

**The Marketing Centre Ltd are incorporated in England, providing part-time proven Marketing Directors to ambitious businesses. We are committed to protecting any data that we collect concerning you. By using our services, you agree to the use of the data that we collect in accordance with this Privacy Policy.**

### **We are committed to protecting your privacy.**

This Policy indicates the type of processes that may result in data being collected about you. Your use of this website gives us the right to collect that information.

### **IP address lookup**

Our company uses third parties to provide information about visitors to our websites. When you visit our websites, we will record your IP address. This address will be matched against public and proprietary IP address databases to provide us with information about your visit. This information may identify the organisation to whom the IP address is registered but not individuals. In some limited cases i.e. single person companies, it may be possible to identify personal data from publicly available ICANN data.

### **Website cookies and link tracking**

Cookies allow us to provide important site functionality so you don't have to re-enter lots of information. They also allow us to remember what links and pages have been clicked or viewed during a session. If you have provided us with personal data, completing a contact form for example, we may associate this personal data with other information. This will allow us to identify and record what is most relevant to *you*.

By using your browser controls, you are always in control of the cookies we store and access on your computer. More information on how to control cookies and limit personal data processing can be found at [www.youronlinechoices.com/uk/five-top-tips](http://www.youronlinechoices.com/uk/five-top-tips).

You can view our cookie policy in more detail by following this link to our cookie policy.

### **Types of communications**

By submitting your email address you are consenting to receive the particular piece of information you requested, as well as allowing us to send you appropriate and useful communications. This includes, but is not limited to; invitations to our industry leading events and webinars, our latest information such as whitepapers, guides, reports, infographics, videos and case studies. If you are a customer of The Marketing Centre, you may also receive monthly updates. These updates will highlight marketing issues of current interest.



At any time, you can update your preferences by clicking the link in any emails you receive from us. The link will always be in the footer of the email. You can also stop receiving emails from us using that same link. If you don't have an email from us to hand and want to update your preferences, please email [info@themarketingcentre.com](mailto:info@themarketingcentre.com) and we will update your preferences as you wish.

### **Information Collected**

We may collect any or all of the information that you give us depending on the type of transaction you enter into, including your name, address, telephone number and email address, together with data about your use of the website. Other information that may be needed from time to time to process a request may also be collected as indicated on the website.

### **Information Use**

We use the information collected primarily to process the task for which you visited the website. Data collected in the UK is held in accordance with the Data Protection Act. All reasonable precautions are taken to prevent unauthorised access to this information. This safeguard may require you to provide additional forms of identity should you wish to obtain information about your account details.

### **Cookies**

Your Internet browser has the in-built facility for storing small files – “Cookies” – that hold information which allows a website to recognise you as a user. Our website takes advantage of this facility to enhance your experience. We use a number of these cookies for analytical purposes, and these are described in detail below. By using the Marketing Centre website, you consent to the use of cookies for these purposes.

We use a combination of both session and persistent cookies. Session cookies keep track of your current visit and how you navigate the site, persistent cookies enable our website to recognise you as a repeat visitor when you return. The session cookies will be deleted from your computer when you close your browser. Persistent cookies will be removed on a pre-determined expiry date, or when deleted by you.

Most web browsers allow user privacy settings to block either all cookies, or third-party cookies. Blocking cookies will, however, have a negative impact upon the usability of many websites, including this one. Please visit [www.aboutcookies.org](http://www.aboutcookies.org) for comprehensive information on how to change your cookie settings in a wide variety of different web browsers.

### **Google Analytics Cookies**

Google Analytics is a website monitoring tool that allows users to see volumes of website visitors, their source, and to analyse how the content of their website is viewed and navigated. This in turn allows optimisation of the content and pages on [www.The Marketing Centre.co.uk](http://www.TheMarketingCentre.co.uk) and the marketing programs that drive traffic to the website. Google Analytics does not store any personal information about website visitors, but does use persistent cookies to identify repeat visitors. You may universally opt-out of all Google Analytics



tracking used by all websites by visiting the following URL –  
<https://tools.google.com/dlpage/gaoptout>

### **GatorLeads Cookies**

GatorLeads is a tool that identifies the business or organisation that website visitors belong to, based on a reverse IP Lookup. GatorLeads also use cookies to process this identification, and personal information about individual users is stored. Cookies used by GatorLeads store information about your current web browsing session (pages viewed, time on site etc) and the dates and times of previous website visits.

This information is used by The Marketing Centre to profile website visitors, in order to better understand the way in which our website content is viewed by different segments. It is also used to identify the types of organisations that might be interested in attending our Best Practice Seminar Series.

### **Email Marketing Post-Click Tracking Cookies**

These cookies are used to report on the pages of [www.themarketingcentre.com](http://www.themarketingcentre.com) that have been viewed by visitors to the site who have followed links from our email marketing campaigns. This analysis helps us to understand additional content that is viewed by the contacts in our database and therefore allows us to improve and tailor future campaigns to those contact's specific areas of interest.

### **HubSpot Cookies**

These cookies are used to report on the pages of [www.themarketingcentre.com](http://www.themarketingcentre.com) that have been viewed by visitors to our site that are known to our CRM systems. This analysis helps us to understand additional content that is viewed by the contacts in our database and therefore allows us to improve and tailor future campaigns to those contact's specific areas of interest.

You can view our cookie policy in more detail by following [this link to our cookie policy](#).

### **Disclosing Information**

We do not disclose any personal information obtained about you from this website to third parties. We may use the information to keep in contact with you and inform you of developments associated with our business. You will be given the opportunity to remove yourself from any mailing list or similar device. If at any time in the future we should wish to disclose information collected on this website to any third party, it would only be with your knowledge and consent.

We may from time to time provide information of a general nature to third parties – for example, the number of individuals visiting our website or completing a registration form, but we will not use any information that could identify those individuals.

### **Changes to this Policy**

Any changes to our Privacy Policy will be placed here and will supersede this version of our Policy. We will take reasonable steps to draw your attention to any changes in our Policy.



However, to be on the safe side, we suggest that you read this document each time you use the website to ensure that it still meets with your approval.

### **Contacting Us**

If you have any questions about our Privacy Policy, or if you want to know what information we have collected about you, please email us at [info@themarketingcentre.com](mailto:info@themarketingcentre.com) You can also correct any factual errors in that information or require us to remove your details from any list under our control.

