

# **PRIVACY POLICY**

**VERSION 4.0**

+44 (0)1491 913 867  
arthaus.co.uk

## **POLICY INFORMATION**

### **ORGANISATION**

Arthaus Visual Communications Limited  
+44 (0)1491 913 867  
arthaus.co.uk

### **POLICY OPERATIONAL DATE**

Version 4.0: 11th September 2023

### **POLICY PREPARED BY:**

Becky Carter – Director  
Claire Watson - Security Policy Officer

Approved by the Management Committee – 11 September 2023

### **POLICY REVIEW DATE**

30 January 2025

We at Arthaus Visual Communications Limited (“Arthaus”, “we” and “us”) respect privacy and your rights to control your personal data. Our principle guidelines are simple. We will be clear about the data we collect and why. Your data is sacredly protected by us. We do not and will not sell your data to third parties. We are committed to protecting the privacy of our clients and online visitors. This privacy statement explains how we collect, store, use and disclose information about you when you interact or use our websites (collectively the “websites”) or any related events, trade shows, sales or marketing, and/or if you use any of our products, services or applications (including any trial) (collectively the “Services”) in any manner.

## WHAT DOES THIS PRIVACY POLICY COVER?

This Privacy Policy covers our treatment of information that we gather when you are accessing or using our websites or Services or when you contact us in any manner. We gather various types of information, including information that identifies you as an individual (“Personal information”) from our users, as explained in more detail below.

## WHAT INFORMATION DOES ARTHAUS COLLECT?

### Information you Provide to us:

When you use the Websites: we may collect any Personal information that you choose to send to us or provide to us, for example, on our “contact us” page (or similar) online form. If you contact us through the websites, we will keep a record of our correspondence. When you use our Services: we receive and store information you provide directly to us. For example, when setting up new accounts, we collect Personal information, such as name and e-mail address, to provide you with our Services. The types of information we may collect directly from our clients and their users include: names, usernames, email addresses, postal addresses, phone numbers, job titles, transactional information (including Services purchased), as well as any other contact or other information they choose to provide us or upload to our systems in connection with the Services.

### Information we automatically collect:

When you use the Websites: when you visit the websites, we may collect certain information related to your device, such as your device’s IP address, referring website, what pages your device visited, and the time that your device visited our website.

For further information, please see the section below headed “cookies and other tracking technologies”.

## HOW DO WE USE THE INFORMATION?

Websites: we will use the information we collect via our websites:

- To administer our website, our events and for internal operations, including troubleshooting, data analysis, testing, statistical and survey purposes;
- To improve our website to ensure that content is presented in the most effective manner for you and for your computer;
- Analyse customers’ use of the websites for trend monitoring, marketing and advertising purposes;
- For purposes made clear to you at the time you submit your information – for example, to fulfil your request for a demo, to provide you with access to one of our white-paper’s or to provide you with information you have requested about our Services; and
- As part of our efforts to keep our website safe and secure.

Services: we may use the information we collect from our clients and their users in connection with the Services we provide for a range of reasons, including to:

- To set up a user account,
- Provide, operate and maintain the Services;
- Process and complete transactions, and send related information, including transaction confirmations and invoices;
- Manage our clients' use of the Services, respond to enquiries and comments and provide customer service and support;
- Send clients technical alerts, updates, security notifications, and administrative communications;
- Investigate and prevent fraudulent activities, unauthorized access to the Services, and other illegal activities; and
- For any other purposes about which we notify clients and users.

We may also use the information you send to us via the websites and/or Services, to communicate with you via email and, possibly, other means, regarding products, services, offers, promotions and events we think may be of interest to you or to send you our newsletter, if this is in accordance with your marketing preferences. However, you will always be able to opt-out of such communications at any time (see the “your choices” section below).

## HOW DO WE SHARE AND DISCLOSE INFORMATION TO THIRD PARTIES?

We do not rent or sell your Personal information to anyone. We may share and disclose information (including Personal Information) about our clients in the following limited circumstances: Vendors, consultants and other service providers: we may share your information with third party vendors, consultants and other service providers who we employ to perform tasks on our behalf. These companies include (for example) our payment processing providers, website analytic companies (e.g., Google analytics), email service providers (e.g., mailchip or mailgun) and others.

If Arthaus has received your Personal information in the united kingdom and subsequently transfers that information to a third party agent or service provider for processing, Arthaus shall remain responsible for ensuring that such third party agent or service provider processes your Personal information to the standard required by our Privacy Policy commitments. Unless we tell you differently and you consent, our agents do not have any right to use the Personal information we share with them beyond what is necessary to assist us.

Protection of Arthaus and Others: we reserve the right to access, read, preserve, and disclose any information as necessary to comply with law or court order; enforce or apply our agreements with you and other agreements; or protect the rights, property, or safety of Arthaus, our employees, our users, or others.

Disclosures for National Security or Law Enforcement: under certain circumstances, we may be required to disclose your Personal information in response to valid requests by public authorities, including to meet national security or law enforcement requirements.

## IS PERSONAL INFORMATION ABOUT ME SECURE?

We use appropriate technical, organisational and administrative security measures to protect any information we hold in our records from loss, misuse, and unauthorised access, disclosure, alteration and destruction. Unfortunately, no company or service can guarantee complete security. Unauthorised entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. Among

other practices, where you access services your account will be protected by a password for your privacy and security. You must prevent unauthorised access to your account and Personal information by selecting and protecting your password appropriately and limiting access to your computer or device and browser by signing off after you have finished accessing your account.

## COOKIES AND OTHER TRACKING TECHNOLOGIES

Our websites and some of our Services use cookies (small text files containing a string of alphanumeric characters that we put on your computer). We also employ other similar tracking technologies (like web beacons, tags and scripts) to uniquely identify your browser and to gather information about how you interact with the websites and Services. We use this information for the following purposes:

- Assisting you in navigation;
- Assisting in registration, login, and your ability to provide feedback;
- Analysing your use of our products, services or applications; and

Please consult our Cookie Policy for more information about the type of cookies and tracking technologies that we use on this website and why, and how to accept and reject them.

We also may use clear gifs in HTML-based emails sent to our users to track which emails are opened by recipients. This information is used to enable more accurate reporting, improve the effectiveness of our marketing, and make our Services and websites better for our users.

We also utilize Google analytics, a web analysis service provided by Google, to better understand your use of our websites and Services. Google analytics collects information such as how often users visit the websites, what pages they visit and what other sites they used prior to visiting. Google uses the data collected to track and examine the use of the websites, to prepare reports on its activities and share them with other Google services. Google may use the data collected on the websites to contextualize and personalize the ads of its own advertising network. Google's ability to use and share information collected by Google analytics about your visits to the websites is restricted by the Google analytics terms of use and the Google Privacy Policy. Google offers an opt-out mechanism for the web available here.

## YOUR PRIVACY RIGHTS

### What choices do I have?

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to work with us.

### Cookies

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies. This may prevent you from taking full advantage of the website.

### Marketing communications

You can opt-out of receiving certain promotional or marketing communications from us at any time, by using the unsubscribe link in the emails communications we send, or by sending an email requesting to be unsubscribed to [help@arthaus.co.uk](mailto:help@arthaus.co.uk).

If you have any account for our Services, we will still send you non-promotional communications, like service related emails.

## HOW CAN I UPDATE AND ACCESS MY INFORMATION (EXERCISE MY DATA SUBJECT RIGHTS)?

If you would like to access, review, update, rectify, and delete any Personal information we hold about you, or exercise any other data subject right available to you under the EU General data Protection regulation (GDPR), please send an email to [help@arthaus.co.uk](mailto:help@arthaus.co.uk).

Our team will examine your request and respond to you as quickly as possible.

Please note that we may still use any aggregated and de-identified Personal information that does not identify any individual, and may also retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### International Data Transfers

Personal information you submit on the websites or through the Services is sent to the united kingdom and will be primarily processed by us in the united kingdom and potentially in other countries, on our servers or on our hosted service providers' cloud servers on our behalf. These countries may not have similar data protection laws to those in your country of residence. However, we will always protect your information in accordance with this Privacy Policy wherever it is processed. Some of our product offerings include the ability to host your data in servers located in the EU or other countries.

### LINKED WEBSITES

For your convenience, hyperlinks may be posted on the websites that link to other websites (the "linked Sites"). we are not responsible for, and this Privacy Policy does not apply to, the privacy practices of any linked Sites or of any companies that we do not own or control. Linked Sites may collect information in addition to that which we collect on the websites. We do not endorse any of these linked Sites, the services or products described or offered on such linked Sites, or any of the content contained on the linked Sites. We encourage you to seek out and read the privacy policy of each linked Site that you visit to understand how the information that is collected about you is used and protected.

### CHILDREN

We do not knowingly collect or solicit personal information from anyone under the age of 16. If you are under 16, please do not attempt to register for the Services or send any Personal information about yourself to us. If we learn that we have collected Personal information from a child under age 16, we will delete that information as quickly as possible. If you believe that a child under 16 may have provided us Personal Information, please contact us at [help@arthaus.co.uk](mailto:help@arthaus.co.uk).

### CHANGES TO OUR PRIVACY POLICY

We're constantly trying to improve our websites and Services, so we may need to change this Privacy Policy from time to time as well. We will alert you to material changes by, for example, placing a notice on our websites and/or by sending you an email (if you have registered your e-mail details with us) when we are required to do so by applicable law. You can see when this Privacy Policy was last updated by checking the date on page 2. You are responsible for periodically reviewing this Privacy Policy.

## HOW TO CONTACT US

If you have any questions or concerns regarding our privacy policies or any questions about the use of your personal information, please send us a detailed message to [help@arthaus.co.uk](mailto:help@arthaus.co.uk), and we will try to resolve your concerns.

Unless otherwise stated, Arthaus Visual communications limited is a data controller for the personal data that we collect and is subject to our Privacy Policy. Our address is: 159 Whyteladyes Lane, Cookham, Berkshire, SL6 9LF.

## FAQ

The following are basic questions you may have about our privacy statement. We recommend that you read the detailed statement above for additional details.

### Why is Arthaus updating its privacy statement?

We now meet the high standards required by the European union's General data Protection regulation (GDPR) and have updated our privacy statement to reflect that. We also strive to simplify language and remove jargon, to make our privacy statement easier to read and understand.

### WHAT IS THE GDPR?

The General data Protection regulations (GDPR) is a regulation intended to strengthen and unify data protection for everyone within the European union (EU). the GDPR requires greater openness and transparency from companies on how they collect, store and use personal data, while also imposing tighter limits on the use of personal data.

### How often do you anticipate updating your privacy statement?

We will update our privacy statement as necessary to ensure that our policies are in line with international regulations, our product and business practices.

### What information does Arthaus collect about me?

Arthaus collects your name, phone number, email address, delivery address, payment information, location data, IP address, social identifiers, data provided by cookies and other similar technologies, functional data such as registration and system data, as well as additional usage data, for instance, performance and activity information.

### Why does Arthaus need my information?

Arthaus uses data to provide you with the best experience from the products and services we offer, which includes using data to improve and personalise your experiences. We also use data to communicate with you, for example, informing you about your account, new products or services available, security and other types of updates.

### How is my information used?

Arthaus uses data for the following purposes:

- Customer Support
- Security, Safety, and dispute resolution
- Product Performance analysis
- Communication and marketing

### **Does Arthaus sell information to third parties?**

No. We never have. And we never will.

### **Can I opt out of sharing my information with Arthaus?**

Yes, you can opt out of submitting certain types of personal information to Arthaus, for instance, additional usage data such as performance and activity information.

### **How do I delete my personal data from Arthaus and what are the consequences?**

You can always send us an email via [help@arthaus.co.uk](mailto:help@arthaus.co.uk) and request that your data be deleted.

### **How long does Arthaus keep my information?**

Arthaus retains personal data for as long as necessary to provide Services, support your Product and fulfil transactions you have requested, or for other essential purposes such as complying with our legal obligations, and resolving disputes and enforcing our agreements. Because these needs can vary for different data types in the context of different Products or Services, actual retention periods can vary significantly. For example, we will keep all functional data on file as long as you remain an Arthaus client.

### **How is information stored and secured on Arthaus' servers?**

Arthaus is committed to protecting the security of your personal data. We use a variety of security technologies and procedures to help protect your personal data from unauthorised access, use or disclosure. For example, we store the personal data you provide on computer systems that have limited access and are in controlled facilities. Any data we transmit over the internet is protected using encryption.