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## **Introduction**

Welcome to the IDS privacy policy.

IDS respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

This privacy policy is provided in a layered format so you can click through to the specific areas set out below. Please also use the Glossary to understand the meaning of some of the terms used in this privacy policy.

**1. IMPORTANT INFORMATION AND WHO WE ARE**

**2. THE DATA WE COLLECT ABOUT YOU**

**3. HOW IS YOUR PERSONAL DATA COLLECTED?**

**4. HOW WE USE YOUR PERSONAL DATA**

**5. DISCLOSURES OF YOUR PERSONAL DATA**

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**Important information and who we are**

**Purpose of this privacy policy**

This privacy policy aims to give you information on how IDS collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter, purchase a product or service, take part in a seminar or a competition or generally make enquiries about our business.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

**Controller**

IDS is made up of different legal entities, details of which can be found here: [LINK]. This privacy policy is issued on behalf of Intelligent Testing NW Limited, Intelligent Delivery Operations Group Limited and IDATA Technology Limited so when we mention "IDS", "we", "us" or "our" in this privacy policy, we are referring to the relevant company in the IDS Group responsible for processing your data. We will let you know which entity will be the controller for your data when you purchase a product or service with us. Intelligent Testing NW Limited is the controller and responsible for this website.

We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise *your legal rights*, please contact the data privacy manager using the details set out below.

## Contact details

If you have any questions about this privacy policy or our privacy practices, please contact our data privacy manager in the following ways:

Full name of legal entity: Intelligent Testing NW Limited

ICO Controller registration number: ZA489846

Email address: [info@intelligent-ds.co.uk](mailto:info@intelligent-ds.co.uk)

Postal address: 100 High Ash Drive Alwoodley, Leeds, West Yorkshire, England, LS17 8RE

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review. This version was last updated on 7<sup>th</sup> October 2020. Historic versions can be obtained by contacting us.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

## Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

## The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped

together as follows:

**Identity Data** includes first name, last name, username or similar identifier, marital status, title, date of birth and gender.

**Contact Data** includes email address and telephone numbers.

**Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website or our other services.

**Usage Data** includes information about how you use our website, products and services your attendance at seminars and also contact form data which may include free-text feedback and survey responses.

**Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences. We ask that you avoid sending any Special Category data with us wherever possible.

#### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

#### **How is your personal data collected?**

**We use different methods to collect data from and about you including through:**

**Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for our products or services or any demonstration of them;
- create an account on our website or as otherwise required to access certain resources;
- subscribe to our service or publications such as a newsletter;
- request marketing to be sent to you by opting in when we ask if you want to hear from us;
- enter a competition, promotion or survey; or
- give us feedback or contact us in any other way.

**Automated technologies or interactions.** As you interact with our website, we will automatically collect

Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. For more information please see the Cookies section below.

**Third parties or publicly available sources.** We will receive personal data about you from various third parties and public sources as set out below:

Technical Data from the following parties:

analytics providers such as Google and Zoho based outside the EU;

advertising networks such as Facebook and LinkedIn based both inside and outside the EU; and

Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

Identity and Contact Data as well as other public information made available on websites registered to you or your business including but not limited to social media or other networking websites such as LinkedIn, Facebook, YouTube, Twitter and equivalent sites.

## How we use your personal data

**We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:**

Where we need to perform the contract we are about to enter into or have entered into with you.

Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

Where we need to comply with a legal obligation.

**Scroll down to the Glossary located at the end of this document to find out more about the types of lawful basis that we will rely on to process your personal data.**

**Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.**

## Purposes for which we will use your personal data

**We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.**

**Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.**

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer or prospective customer.	(a) Identity (b) Contact	Performance of a contract with you

To sign you up to a seminar, webinar or similar sessions we might offer or run from time to time.	(a) Identity (b) Contact	Performance of a contract with you
To follow up with you after a seminar, webinar or similar session, or in relation to materials we send to you, in order to provide any follow up information we tell you we are going to send or to ask if you'd like to receive marketing from us regularly.	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to confirm what we've discussed with you or to give you an opportunity to learn more or ask further questions of us)
To send you regular marketing communications such as a newsletter or quarterly report.	(a) Identity (b) Contact (c) Marketing and Communications	With your express "opt-in" consent.
To process and deliver services to you including: (a) Manage payments, fees and charges. (b) Collect and recover money owed to us or to enforce our other legal rights. (c) contacting you to arrange or rearrange services.	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services or measure their success)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation; or (c) where you give express opt-in consent
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications (e) Technical	(a) Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy); or (b) where you give express opt-in consent to receive marketing

<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.</p> <p>We use Google's Google Analytics and Zoho's Pagesense functions for this purpose.</p>	<p>(a) Technical (b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy); or (b) where you give express opt-in consent</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Marketing and Communications</p>	<p>Necessary for our legitimate interests (to develop our products/services and grow our business); or (b) where you give express opt-in consent to receive marketing</p>

**Marketing**

**We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We consider that there are two types of marketing, one is reactive and based on legitimate interests and the other is where you've made a direct request and given consent to be sent marketing on a regular basis. We rely on legitimate interest based marketing when we follow up after you've attended one of our events for example. We rely on consent for more regular marketing, and we ask that you choose to opt-into this type of marketing given that it will be more general and regular, and so it will usually be less specific to the types of services or events you've previously expressed an interest in where we might otherwise consider a legitimate interest could exist. Contact us using the details provided at the top of this policy if you want to understand more about how you can adjust your choices regarding our use of your personal data.**

**Promotional offers from us**

**We may use your Identity, Contact, Technical and Usage Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).**

**You may receive limited marketing communications from us if you have requested information from us or purchased services from us and you have not opted out of receiving that marketing. We will only send you regular marketing where you have expressly opted in and given consent to this.**

**Third-party marketing**

We will not regularly share your personal data with any third parties for their own marketing purposes, unless you've agreed to this. We will get your express opt-in consent before we share your personal data with any third party for their marketing purposes.

**Opting out**

**Regardless of the legal basis we use to send you marketing, you can ask us or third parties to stop sending you marketing messages at any by following the opt-out links on any marketing message sent to you or by contacting us at any time.**

**Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.**

## Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

### General Cookies

Cookie Name	Provider	Type	Duration/Expiry	What information it tells us
rc::a rc::b rc::c _ga _gat _gid	Google.com	HTML	Session (temporary)	We use this cookie to distinguish between humans using our site and robots so that we know how many real people have visited our site and to track and create Technical Data to better understand and verify Usage Data. We can use these cookies to understand how many different people use our website and services and which pages they visit and for how long
_zcsr_tmp	pagesense-collect.zoho.eu	HTTP	1 day	This cookie is necessary to enable users to log in to the site.
Zfccn	pagesense-collect.zoho.eu	HTTP	Session (temporary)	This is an essential security cookie which prevents cross site request forgery.
zpsr#	pagesense-collect.zoho.eu	HTTP	Session (temporary)	Unclassified.

Cookie Name	Provider	Type	Duration/Expiry	What information it tells us
_pk_id#	Piwik Analytics	HTTP	1 year	We use this cookie to track and create Technical Data to better understand and verify Usage Data. We can use these cookies to understand how many different people use our website and services and which pages they visit and for how long and we keep them

				for a year so that we can tell the difference between new and returning users.
_pk_ses#	Piwik Analytics	HTTP	1 day	This cookie is used to track page requests from users.
ps_payloadSeqId	Zoho's PageSense pagesense-collect.zoho.eu	HTTP	1 day	This cookie is used to ensure that the version of the website you see as you browse is the most compatible version with your device or screen to ensure ease of navigation.
zabHMBucket zabUserId	Zoho's PageSense pagesense-collect.zoho.eu	HTTP	1 year	We use this cookie to track and create Technical Data to better understand and verify Usage Data. We can use these cookies to understand how many different people use our website and services and which pages they visit and for how long.
zabVisitId	Zoho's PageSense pagesense-collect.zoho.eu	HTTP	Session	This cookie tracks how you use our website pages during your visit and we use to produce Usage Data.

**Marketing Cookies:**

Cookie Name	Provider	Type	Duration/Expiry	What information it tells us
NID	Google.com	HTTP	6 months	This cookie creates a unique ID which is used to identify returning users in order to provide targeted advertisements.
Psimg.gif	Zoho's PageSense pagesense-collect.zoho.eu	Pixel	Session	This cookie creates a unique ID which is used to identify returning users in order to track and measure the efficacy of online advertisements.
tabUId	Zoho's PageSense pagesense-collect.zoho.eu	HTML	Session	This cookie is used in context with behavioural tracking to register user behaviour and navigation across multiple websites and ensures that no tracking errors occur when users have multiple tabs open at once.

Cookie Name	Provider	Type	Duration/Expiry	What information it tells us
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#zrsv0.#	Zoho's PageSense  pagesense-collect.zoho.eu	HTTP	1 day	This is a session ID for Session Recording experiments.
payloadQueue	Zoho's PageSense  pagesense-collect.zoho.eu	HTML	Persistent	This stores the session's data on a local storage system for session recording experiments.
Pslog.gif	Zoho's PageSense  pagesense-collect.zoho.eu	Pixel	Session	This cookie is used to detect and monitor errors and duplications in the PageSense script that may be affecting our website.
zsr62dfd5943b4d4585bf64d4670deb5db2	Zoho's PageSense  pagesense-collect.zoho.eu	HTTP	1 day	This cookie stores a session key for session recording experiments.

### Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### Disclosures of your personal data

We may share your personal data with the parties set out below for the purposes set out in the table *Purposes for which we will use your personal data* above.

Internal Third Parties as set out in the *Glossary*.

External Third Parties as set out in the *Glossary*.

Specific third parties listed in the table *Purposes for which we will use your personal data* above.

Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets.

Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

**We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.**

## International transfers

**We share your personal data within the IDS Group. This will not usually involve transferring your data outside the European Economic Area (EEA) except to the extent that we process data in the United Kingdom.**

**Many of our external third parties are based outside the EEA so their processing of your personal data will involve a transfer of data outside the EEA.**

**Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:**

We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).

Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).

Where our service providers make any transfers of your personal data to other countries, we ensure that they are contractually bound to only do this on the basis of one of the above safeguards being in place.

**Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.**

## Data security

**We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.**

**We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.**

## Data retention

## How long will you use my personal data for?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by contacting us.

## Your legal right

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please click on the links below to find out more about these rights:

*[Request access to your personal data.](#)*

*[Request correction of your personal data.](#)*

*[Request erasure of your personal data.](#)*

*[Object to processing of your personal data.](#)*

*[Request restriction of processing your personal data.](#)*

*[Request transfer of your personal data.](#)*

*[Right to withdraw consent.](#)*

If you wish to exercise any of the rights set out above, please contact us at: [info@intelligent-ds.co.uk](mailto:info@intelligent-ds.co.uk).

## No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

## What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

## Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will

notify you and keep you updated and we will do our best to respond to you within three months at the latest.

## Glossary

### LAWFUL BASIS

**Legitimate Interest** means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

**Performance of Contract** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

**Comply with a legal obligation** means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

### THIRD PARTIES

#### Internal Third Parties

**Other companies in the IDS Group acting as joint controllers or processors and who are based in the United Kingdom or the EEA and provide IT and system administration services and undertake leadership reporting.**

#### External Third Parties

Service providers acting as processors based inside the United Kingdom and the EEA who provide IT and system administration services.

Zoho Corporation Pvt. Ltd acting as a processor based in India who provide our Client Relationship Management platform and associated maintenance whose privacy Policy is available at:

Zoho Corporation Pvt. Ltd acting as a processor based in India who provide the Pagesense cookies service as further described in their Cookies Policy <https://www.zoho.com/pagesense/cookie-policy.html>, as further explained on their website at . <https://help.zoho.com/portal/en/kb/pagesense/frequently-asked-questions/articles/general-queries>

Campaign Monitor acting as a processor based in the USA whose privacy policy is available at: [www.campaignmonitor.com](http://www.campaignmonitor.com)

Facebook, LinkedIn, Twitter and YouTube and other similar providers, in relation to sharing, liking or likewise expressing interest in such content, to the extent that those third parties derive and store such information about your activity when you perform actions like sharing/likes etc. We do not provide these third parties with any other personal data that was independently collected by us except as set out in this policy.

Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the United Kingdom who provide consultancy, banking, legal, regulatory, insurance and accounting services.

HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.

## YOUR LEGAL RIGHTS

For more detailed information as to the rights that apply to you in the United Kingdom, please see the Information Commissioner's Office website at: <https://ico.org.uk/your-data-matters/>

You have the right to:

**Request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

**Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

**Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

**Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

If you want us to establish the data's accuracy.

Where our use of the data is unlawful but you do not want us to erase it.

Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.

You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

**Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

**Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.