

PRIVACY POLICY FOR PAGODA PUBLIC RELATIONS WEBSITE

- **Who we are:** In this Privacy Policy references to "we", "our" and "us" are to Pagoda Porter Novelli, a company incorporated in Scotland with registered number 150467 and having its registered office at 116 Dundas Street, EH3 5DQ.
- **Changes:** Our privacy policy is regularly reviewed to make sure that we continue to serve your privacy interests. We reserve the right to modify or otherwise update this privacy policy and these changes will be posted on our website. We encourage you to visit this page from time to time to ensure that you are aware of any changes we may have made.
- **How to find out more:** If you have privacy questions which are not answered by this Privacy Policy or any other concerns about how we use your personal information, please contact us at info@pagodapr.com.

What Information We Collect And How, including Cookies information

- **Information volunteered by you:** The information we collect via this website may include any personal details you type in and submit (such as your name, address, email address, etc.) and the contents of any correspondence you send to us.
- **IP addresses & usage data:** The information we collect via this website may also include your IP address (this is the individual identification number that is assigned to your computer when connected to the Internet) and website browser details, both of which are automatically logged by our web server. This information is collected by our website host in the United Kingdom.
- **Cookies:** This website collects data which allows us to recognise you, your preferences and how you use this website. This information is collected by 'session cookies' and 'persistent cookies'. Cookies are small strings of data stored in your device's temporary memory when you navigate around our website. Session cookies are deleted when you close your browser but persistent cookies are not. Our cookies do not store your email address or other personal information.

What We Do With Your Information

- **Statistical analysis:** The IP addresses logged by our website server and the other details we collect about your use of our website may be used by us to perform technical diagnosis of our website's performance and to analyse traffic data (so as to gauge interest in our website and our services and to ensure our servers are up to the job).
- **Fraud & crime prevention:** We may disclose your information to organisations involved in fraud and crime prevention in connection with the investigation of any alleged unlawful activities.
- **Other websites:** This Privacy Policy only covers personal data collected via this website. While we carefully select the websites to which we link, we are not responsible for the privacy practices or the content of these websites.

Email campaigns

Our email campaigns use open tracking which allows us to monitor if our emails have been opened. We are required to provide this information to you. Should you no longer wish to be part of any email marketing campaign we provide facility for you to unsubscribe.. If you do not unsubscribe we will take this as your consent to continue to email you in full knowledge of this open tracking.

We guarantee you that we will not pass your email details on to any third party.

- Stop direct marketing: You may unsubscribe from our email marketing list at any time by emailing or writing to us.

Your Rights

- More information: You can find detailed information about your rights under UK Data Protection legislation and detailed information on the General Data Protection Regulation (GDPR) on the UK Information Commissioner's website: <http://www.ico.gov.uk>