# Website and External Privacy Statement

**Statement of intent**

Privacy and maintaining your data securely are key to the ongoing success of Clarity4D and underlines everything that we do. This notice sets out what personal information we collect about you when you interact with Clarity4D. This statement applies to use of our website and when you interact with Clarity4D directly.

For the Clarity4D assessment tool, please read the dedicated privacy statement where you can find additional information relating to this product.

**The type of personal information we collect**

Clarity4D collects information from you when you interact with us, whether through our website or directly. What data we collect depends on how you interact with us and the choices you make including the permissions you give us. We collect personal information that you provide directly to us, as well as information generated when you interact with our website. This may include information collected through trusted third-party technologies that support website analytics, customer relationship management and marketing activities, subject to your consent where required.

We currently collect and process the following information:

- Information about your computer hardware and software that is automatically collected by Clarity4D. This information can include: your IP address, browser type, domain names, access times and referring website addresses
- Information submitted via our 'Get in Touch' enquiry form on the website, which includes name, email address, telephone, location, and role, as well as any information personal to you that you choose to share with us in the free text box
- Career information including your name, address, email address, mobile number, career history, qualifications and other information you choose to include within any job applications or speculative approaches.

**Website usage and visitor information**

When you visit our website, we may collect information about how you access and interact with it through technologies including Google Analytics and Freshworks CRM.

This information may include:

- Your IP address and approximate geographical location.
- Browser type, operating system and device information.
- Pages visited, duration of visits and interactions with our website.
- Referral sources, including websites or marketing campaigns that directed you to Clarity4D.
- Cookie identifiers and other online identifiers used to recognise individual browsers and website sessions.

We use Google Analytics to understand how visitors use our website and identify opportunities to improve its content, functionality and performance.

We use Freshworks CRM to understand visitor engagement, analyse website activity and support our sales and marketing activities. Where visitors choose to provide their contact information, this may also be recorded in our CRM system.

We use Google Tag Manager to manage certain website tracking technologies.

Non-essential tracking technologies are controlled through our CookieYes consent management system. Visitors can accept, reject or change their cookie preferences at any time.

Although website usage information does not necessarily identify visitors by name, certain online identifiers may constitute personal data under applicable data protection legislation.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through Clarity4D public message boards, this information may be collected and used by others. Note: Clarity4D does not read any of your private online communications.

We encourage you to review the privacy statements of websites you choose to link with Clarity4D so that you can understand how those websites collect, use and share your information. Clarity4D is not responsible for the privacy statements or other content on websites outside of the Clarity4D and Clarity4D family of websites.

**How we get the personal information and why we have it**

Most of the personal information we process is provided to us by you because you have submitted your information directly to us, such as through a website enquiry or job application.

We use the information that you have given us to operate the Clarity4D website and deliver the services you have requested. We collect personal information directly from you and through your interactions with our website, including information collected using trusted third-party service providers such as Freshworks CRM and Google Analytics, where enabled.

We do not sell your personal information to third parties.

**Third-Party Service Providers**

We work with trusted third-party service providers to support the operation of our website, deliver our services and manage our business activities.

These include:

- **Freshworks CRM** – To manage customer relationships, support sales and marketing activities, and understand visitor engagement with our website.
- **Google Analytics** – To analyse website usage, understand visitor behaviour and identify opportunities to improve our website, where this service is enabled.
- **Google Tag Manager** – To manage website tracking technologies and associated scripts.
- **CookieYes** – To manage visitor cookie preferences and consent.
- **Other trusted service providers** – To support activities such as website hosting, customer support, payment processing and the delivery of requested information or services.

These providers may process personal information on our behalf, depending on the services provided and the permissions you have given us.

We require appropriate contractual and security safeguards when third parties process personal information on our behalf.

We do not sell your personal information to third parties.

Where required, we obtain your consent before sharing information through non-essential website tracking technologies.

We track the web pages you visit within Clarity4D so that we can see the popularity of our services, as well as from where and when people are accessing our websites. This includes recording the IP address from which you're accessing the website. This also allows us to see how the website is being used to help us identify changes and improvements.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. We rely on your consent when using non-essential cookies and related website tracking technologies, including Freshworks CRM and Google Analytics where applicable.

You can change or withdraw your cookie consent at any time through the CookieYes preferences on our website.

You can also contact us at enquiries@clarity4d.com regarding the use of your personal information.

(b) We process personal information where necessary to fulfil our contractual obligations to individuals or to take steps at their request before entering into a contract, such as providing quotations or delivering agreed services.

(c) Legitimate interests

We may process personal information where necessary for our legitimate business interests, including responding to enquiries, maintaining and developing business relationships, improving our services and communicating with business contacts about Clarity4D products and services.

We only rely on legitimate interests where our use of personal information is proportionate and does not override your rights and freedoms.

You have the right to object to direct marketing at any time by contacting enquiries@clarity4D.com or using the unsubscribe option in our communications.

## What are cookies and how we use them

Cookies are small text files stored on your device when you visit a website. They help websites function correctly, remember preferences and provide information about how visitors use the website.

Clarity4D uses essential cookies necessary for the operation of our website. With your consent, we also use non-essential cookies and similar technologies to understand website activity, improve our services and support marketing activities.

These technologies include Google Analytics, where enabled, and Freshworks CRM. We use Google Tag Manager to manage certain website tracking technologies.

We use CookieYes to manage cookie consent. When you first visit our website, you can accept all non-essential cookies, reject them or customise your preferences. Non-essential tracking is only activated when you have provided the relevant consent.

You can change or withdraw your consent at any time by clicking the CookieYes preferences icon on our website.

Some cookies and online identifiers may constitute personal data under UK data protection legislation, even where they do not directly identify you by name.

Further information about the cookies we use, including their purposes and duration, is available through our CookieYes preferences.

## How we store your personal information

Your personal information is stored securely using our UK-based infrastructure and trusted third-party service providers.

We use third-party services, including Google and Freshworks CRM, to support website analytics, customer relationship management and marketing activities.

Some of these providers may process or store personal information outside the United Kingdom. Where international transfers take place, we ensure that appropriate data protection safeguards are in place in accordance with UK data protection legislation.

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse or disclosure.

Our security policies, rules and procedures are written to protect your data in line with industry standards and legal requirements. This is to stop unauthorised

access, improper use or disclosure, modification without authorisation, as well as unlawful destruction and any accidental loss. We expect the same standards from those with whom we work.

We retain personal information, including website enquiries, customer relationship management records and website visitor information, for a maximum of five years following our last relevant interaction with you or the end of our relationship with you, as applicable.

We only retain personal information for as long as necessary for the purposes for which it was collected, subject to our data retention policy and applicable legal requirements.

Individual cookies may have shorter retention periods, which are detailed in our CookieYes preferences.

When personal information is no longer required, or reaches the end of its applicable retention period, it is securely deleted or anonymised.

**Your data protection rights**

Under data protection law, you have rights including:

- *Your right of access*: You have the right to ask us for copies of your personal information.
- *Your right to rectification*: You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- *Your right to erasure*: You have the right to ask us to erase your personal information in certain circumstances.
- *Your right to restriction of processing*: You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- *Your right to object to processing*: You have the right to object to the processing of your personal information in certain circumstances.
- *Your right to data portability*: You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at enquiries@clarity4D.com if you wish to make a request.

For more information on data protection, please refer to our Data Protection policy.

**How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at enquiries@Clarity4d.com or via our postal address:

The Grey House
3 Broad Street
Stamford
Lincolnshire
PE9 1PG.

You can also complain to the ICO if you are unhappy with how we have used your data. Clarity4D is registered with the UK Information Commissioner's Office (ICO), an independent authority set up to uphold data privacy.

**ICO Registration Number:** ZA102494
The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: https://www.ico.org.uk

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