

## Website privacy policy | 1 July 2020

This privacy notice tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

### Who are we?

We are The Transformation Clinic Ltd (TTC). Our address is TTC, Office One, 1 Coldbath Square Farringdon, London EC1R 5HL. You can contact us by post at the above address, by email at: **[info@thetransformationclinic.com](mailto:info@thetransformationclinic.com)**

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

### How we use your information

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## When you use our website

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better.

Some of the cookies we use are strictly necessary for our website to function, and we don't ask for your consent to place these on your computer. These cookies are shown below.

Cookie name	Purpose	Further information
session	Session cookies enable the website you are visiting to keep track of your movement from page to page so you don't get asked for the same information you've already given to the site.	The session cookie is stored in temporary memory and is not retained after the browser is closed. ... They typically will store information in the form of a session identification that does not personally identify the user.

However, for those cookies that are useful but not strictly necessary we will always ask for your consent before placing them. These are:

Cookie name	Purpose	Further information
Facebook	Share icons	You're probably using facebook buttons or widgets.
Twitter	Share icons	You're probably using facebook buttons or widgets.

As well as the cookies we use, various third parties also place them on your computer, again with your consent. These are shown below.

Cookie name	Purpose	Further information
Quantcast	To enable web publishers and advertisers to deliver audience segments that are appropriate for their products or services	Quantcast states that it may use your "computer's IP address, pixel code, referring HTTP location, current HTTP location, search string, time of the access, browser's time, any searches made on the applicable website, and other statistics" in order to "analyse Log Data from different websites and combine it with other non Personally Identifiable Information to produce the Reports that are made available on the Quantcast.com Site, to enable web publishers and advertisers to deliver audience segments that are appropriate for their products or services."
Double click	To deliver targeted display advertisements	DoubleClick is a business owned by Google that makes its money from online advertisers and publishers.
Google Analytics	To deliver user insights.	Google Analytics is a simple, easy-to-use tool that helps website owners measure how users interact with website content. As a user navigates between web pages, Google Analytics provides website owners JavaScript tags (libraries) to record information about the page a user has seen, for example the URL of the page.

For more information about our use of cookies, please see our [cookie policy](#).

### When you submit an enquiry via our website

When you submit an enquiry via our website, we ask you for your name, contact telephone number and email address.

We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered your it to your satisfaction. We will do this based on our legitimate interest in providing accurate information prior to a sale.

Your enquiry is stored and processed as an email which is hosted by Sage within the European Economic Area (EEA). It is also logged on a CRM system on a cloud server based in the UK.

We do not use the information you provide to make any automated decisions that might affect you.

We keep enquiry emails for six years, after which they are securely archived and kept for seven years, when we delete them. CRM records are kept for three years after the last contact with you.

### When you purchase a service from our website

When you purchase services from us online, we ask you for your name, address, contact telephone number, email address and credit card information. We also record your IP (Internet Protocol) address, which is the address of your computer on the Internet.

We will use your information to verify your details for your purchase, process your order and to send you your products. We will also send you a receipt via email and we may use your telephone number to contact you regarding your purchase.

We require this information in order to process your payment, deliver your products or services and fulfil our contract with you. We record your IP address in order to show that the correct tax was applied to the sale, which we are required to do by law.

Your information is stored on our website and on our cloud server, both of which are based within the European Union. Your credit card details are passed to a third-party payment processor which is based in the USA and is certified to the EU-US Privacy Shield (which requires effective safeguards for your information). We do not retain your credit card information.

We do not use the information you provide to make any automated decisions that might affect you.

We keep your order information for an indefinite period, as the licenses we sell for our servioces do not expire.

### When you sign up to receive our newsletter

When you sign up to receive our newsletter, we ask for your name and your email address.

We will ask for your consent to use your name and email address to email you our newsletter which contains information about our products and other information which we feel might be of interest to you.

You can withdraw your consent at any time and we will stop sending you the newsletter.

Your name and email address are shared with a third party mailing system which is based in the US. This company has contractually committed to providing appropriate safeguards for your personal data which means it will be protected in line with the legal requirements of the European Union.

We do not use the information you provide to make any automated decisions that might affect you.

We keep your personal data for as long as we produce and distribute our newsletter. If you withdraw your consent, we will mark your details so that they are not used and delete them after six years.

### When you download a sample document

When you request to download a sample document, such as a catalogue, we ask for your name, company name (which is optional) and your email address.

We use this information to email you a link to download the requested document. We may also email you after your download in order to follow up on your interest in our products and services. We will do this based on our legitimate interest in marketing to prospects for our products and services.

Your name and email address are shared with a third party mailing system which is based in the UK. This company has contractually committed to providing appropriate safeguards for your personal data which means it will be protected in line with the legal requirements of the European Union.

We do not use the information you provide to make any automated decisions that might affect you.

Your personal data is stored for six years after you requested your download, after which it is deleted.

### When you submit a review about us

When you submit a review about us we record your name, your email address and your IP (Internet Protocol) address, which is the address of your computer on the Internet.

We use this information to provide verified independent views about our products and services to potential customers. Your name and the content of your review (but not your email address or IP address) may be publicly displayed on our website. We will do this based on our legitimate interest in marketing our products and services.

Your details are shared with a third party reviews system which is based within the European Economic Area (EEA).

We do not use the information you provide to make any automated decisions that might affect you.

Your personal data is stored for as long as we are marketing the product or services that the review refers to, after which it is deleted. You may ask us to remove your review at any time.

### When you take part in our feedback survey

When you take part in our feedback survey, we record your name, your email address, your organisation name, your job role and your answers to questions we ask about your opinion of, and use of, our products and services.

We use this information to develop and improve our products and services and our customer relationships. Your job role, organisation and some or all of your comments may be publicly displayed on our website as a testimonial. We will do this based on our legitimate interest in marketing our products and services.

Your details are shared with a third party surveys system which is based within the European Economic Area (EEA). We do not use the information you provide to make any automated decisions that might affect you.

Your personal data is stored for six years, or for as long as we are marketing the product or services that the review refers to, whichever is shorter. You may ask us to remove a testimonial that is based on your feedback from our website at any time.

## Your rights as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the Who Are We section of this policy.

## Your right to complain

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or write to them at:

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

## Updates to this privacy policy

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

We will update the version number and date of this document each time it is changed.