

Deep Blue Thinking Ltd Privacy Policy

Your privacy is important to us and we take great care in protecting the information you provide whilst visiting our website.

This policy explains how we collect, use, share and protect your personal information. By using this website you consent to our use of your personal information under this Privacy Policy.

Who We Are And What We Do

Deep Blue Thinking is an independent research and insight consultancy. We work with businesses to help them better understand their customers through conducting market research or analysing data which already exists within their business.

Information We Collect

We will collect the personal information you provide by filling in forms on the website; for example, if you select to download a report, take part in a survey about our website or participate in a poll or survey which may be hosted on the website itself.

The information we collect includes information that can identify you, such as your name, job title, company name, email address, telephone number and IP address.

We also collect information on website usage using cookies. We use cookies to ensure that we give you the best experience on our website and to improve the website's performance. Information on how we use and deploy cookies is contained in a separate cookie policy.

The legal basis for processing your data is our legitimate interest to ensure that:

- Customers are kept informed of our latest news and services
- We continually improve our services and the experiences of users of our site
- We can fulfil any requests you may make of us

This website is not directed at children and we have no intention of collecting personal information from minors. If we become aware that personal information from a child under 16 has been collected without the consent of such child's parent or guardian, we will use all reasonable efforts to delete such information.

How We Use Your Information

We will only use your personal information for the reasons specified in this policy, unless you have specifically consented to, or opted in to, another use of your personal information.

The Personal Data we collect may be used for the following purposes:

- To respond to requests you may make of us, including to provide services that you have requested
- To manage and improve our website and services
- To invite you to take part in and manage research surveys and other market research activities
- To contact you and/or provide you with general information as well as information about our products and services from time to time
- To share with trusted third-party processors to perform functions on our behalf (please refer to the 'Who we share the information with' section for further details)
- To respond to duly authorised information requests of governmental authorities or where required by law
- To investigate suspected fraudulent activity in connection with the website or violation of another party's rights
- In connection with the sale, assignment, or other transfer of the business of this website to which the information relates, in which case we will require any such buyer to agree to treat personal data in accordance with this Privacy Policy

We do not use your personal data for any automated decision-making or profiling.

Who We Share The Information With

All of your personal information is treated as confidential. We will never intentionally disclose this information to any third parties unless you request or consent to sharing your identifying information with them for a specified purpose.

We will not sell your personal information to third parties. Your information is not normally shared with anyone, except employees of Deep Blue Thinking Ltd and trusted third-party processors to perform functions on our behalf, such as hosting our databases, or data processing services.

They will have access to the information needed to perform their functions but may not use it for other purposes. They will never use your information to send you marketing.

They must also process the personal information as set out in this Privacy Policy and as permitted by applicable Data Protection legislation.

How Long We Keep Your Information

The periods for which we keep your information vary according to the type of information and what it's used for. We'll only keep it for as long as is necessary for the purposes for which the data was collected (unless there's a legal reason for us to keep it longer).

Confidentiality and Security

The security of your personal information is very important to us. We have put in place reasonable physical, electronic and administrative procedures to safeguard the information we collect. All such information is held on secure servers and we comply fully with all applicable Data Protection legislation.

We have implemented information security policies, rules and technical measures to protect the personal information that we have under our control from:

- unauthorised access;
- improper use or disclosure;
- unauthorised modification; and
- unlawful destruction or accidental loss.

All of our employees and data processors (i.e. those who process your personal information on our behalf, for the purposes listed above), who have access to, and are associated with the processing of personal information, are obliged to respect the confidentiality of the personal information of all users of our Services.

Although our offices and servers are based within the United Kingdom, we (or one of our trusted third parties acting on our behalf) may transfer your personal information outside the European Economic Area (EEA). Whilst some of these countries do not afford the same legal protection as is enjoyed in the EEA, we ensure that appropriate safeguards are in place to protect your information. By providing us with your information, you consent to us (or third parties acting on our behalf) transferring your information outside the EEA.

Your Rights

Your rights concerning your personal data are listed below.

To exercise any of these rights, please submit your request and we will carry out any request to the extent required by applicable law.

- The right of access – you can ask to see the personal information we hold about you (along with certain other details) and we will show you free of charge (restrictions apply). We'll need you to verify who you say you are.
- The right to rectification – if the information we have about you is inaccurate or incomplete, you're entitled to have it rectified. If we've shared your information with others, we'll let them know about the rectification where possible. If you ask us, we'll also tell you who we've shared your information with.
- The right to erasure – you can ask us to delete or remove your information in some circumstances, such as where we no longer need it or you withdraw your consent (where applicable). If we've shared your information with others, we'll let them know about the erasure where possible.
- The right to restrict processing – you can ask us to 'block' or suppress the processing of your information in certain circumstances, such as where you contest the accuracy of that information or object to us processing it. It won't stop us from storing your information but we'll tell you before we lift any restriction. If we've shared your information with others, we'll let them know about the restriction where possible.
- The right to data portability – you have the right, in certain circumstances, to obtain information you've provided us with (in a structured, commonly used and machine readable format) and to reuse it elsewhere.
- The right to object – you can ask us to stop processing your information if we are:
 - relying on our own or someone else's legitimate interests to process your information;
 - processing your information for direct marketing; or
 - processing your information for research.
- The right to withdraw consent – if we rely on your consent (or explicit consent) as our legal basis for processing your information, you have the right to withdraw that consent at any time.
- The right to complain – if you have a concern about the way we've handled your personal information, you can report it to the UK regulator, Information Commissioner's Office (ICO). You can find details about how to do this on the ICO website at <https://ico.org.uk/concerns/> or by calling the helpline on 0303 123 1113.

Cookies

What is a cookie?

Cookies and similar technologies are very small text documents or pieces of code, which often include an anonymous unique identifier.

When you visit a website or use a mobile application, a computer asks your computer or mobile device for permission to store this file on your computer or mobile device and access information from it.

Information gathered through cookies and similar technologies may include the date and time of visits and how you are using a particular website or mobile application. Cookies are used by us as part of our Website and they are also used by some of our third party partners.

For more details on cookies and similar technologies please visit [All About Cookies](#).

Consent To Our Use Of Cookies

By using the Website you acknowledge that we may store and access essential cookies on your computer or other device. Essential cookies are cookies which are essential for the operation of our Website.

Further, where you give permission, we may also store and access certain non-essential cookies on your computer or other device. These cookies are not essential to the operation of our Website but allow us to provide additional functionality or to gather additional information about your use of our Website. You are not obliged to give consent to our use of non-essential cookies and we will not place such cookies until you have given your consent.

If you wish to block or delete cookies, or you would like to withdraw consent to our use of non-essential cookies, you can find out how to do so below.

WHAT DO WE DO WITH COOKIES?

Essential Cookies

We use cookies where they are essential for the operation of the Website, for example to remember that you are signed in to the Website (when applicable)

Session Cookies

We use cookies to allow the Website to uniquely identify your browsing session on our Website, which allows us to coordinate this information with data from our Website server.

Analytics Cookies

We use "analytics" cookies. These, along with other information, allow us to calculate the aggregate number of people using the Website and which features of our Website are most popular.

We use this information to improve the Website. We do not generally store any information that you provide to us in a cookie.

Detailed Cookie Information

Our website is hosted by Wix.

Wix uses the following cookies:-

Cookie name	Life span	Purpose
svSession	Permanent	Creates activities and BI
hs	Session	Security
incap_ses_\${Proxy-ID}_\${Site-ID}	Session	Security
incap_visid_\${Proxy-ID}_\${Site-ID}	Session	Security
nlbi_{ID}	Persistent cookie	Security
XSRF-TOKEN	Persistent cookie	Security
smSession	Two weeks	Identifies logged in site members

We use Google Analytics to measure the number of visitors who come to our site.

Google uses the following cookies:-

Cookie Name	Default Expiration Time	Description
__utma	2 years from set/update	Used to distinguish users and sessions. The cookie is updated every time data is sent to Google Analytics.
__utmt	10 minutes	Used to throttle request rate.
__utmb	30 mins from set/update	Used to determine new sessions/visits. The cookie is updated every time data is sent to Google Analytics.
__utmc	End of browser session	Not used in ga.js. Historically, this cookie operated in conjunction with the __utmb cookie to determine whether the user was in a new session/visit.
__utmz	6 months from set/update	Stores the traffic source or campaign that explains how the user reached our site. The cookie is created when the javascript library executes and is updated every time data is sent to Google Analytics.
__utmv	2 years from set/update	Used to store visitor-level custom variable data. The cookie is updated every time data is sent to Google Analytics.

What Happens When You Refuse, Block Or Delete Cookies?

In order to use some parts of our Website you will need to accept cookies. If you choose to withhold consent to our use of cookies, or you subsequently block or delete cookies, some aspects of our Website may not work properly and you may not be able to access all or part of our Website.

Can You Block Cookies?

You can block the use of cookies altogether by activating the relevant settings in your browser or by following the link below. For more information on cookie management and blocking or deleting cookies for a wide variety of browsers, visit [All About Cookies](#).

LINKS

For the convenience of users of this website, there may be links to third-party websites. Please be aware that any third-party websites that you may link to from this website are out our control and we are not responsible for their privacy practices or content. We suggest contacting those websites directly for information on their privacy policies.

UPDATES

We reserve the right, at our discretion, to modify our privacy practices and update and make changes to this Privacy Policy at any time. If we make any changes, we will update our policy on this website.

CONTACT DETAILS

If you have any queries concerning this policy, please contact us at:

Deep Blue Thinking
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St Albans
AL3 5PE