

# Privacy and cookie policy

## **Our privacy promise to you**

At the Silicon Cup (IT Regatta Ltd), we are committed to protecting and respecting your privacy.

### *Transparency*

We will always tell you what data we're collecting about you and how we use it and will never ask for more information than we need to. We will not share your data with any third parties, unless you have consented to this; they are a trusted partner working on our behalf; or the law requires us to, and we will never sell your data.

### *Security*

We are committed to following industry best practices to ensure your data is stored safely and securely. We will protect the information we process about you, from accidental or unlawful access, disclosure, loss, damage or destruction.

### *Control*

We will always give you control over the communications you receive from us and you can stop or tell us you no longer wish to receive these, at any time.

This notice explains what personal data we process, why, how we keep it secure and your rights:

## **1. Information we collect about you and how we use your data**

### *Subscribers*

We collect contact information about our subscribers, such as their name, email address and the name of the company they work for (where relevant), so we can send them the information they have requested, and to keep them up to date with our news. We only obtain and use this information when the person has opted-in and consented to receiving

our e-newsletters or marketing communications. Subscribers can opt-out from receiving this information at any time by clicking on the 'unsubscribe' button on our emails, or emailing us at [hello@thesiliconcup.com](mailto:hello@thesiliconcup.com) We keep subscriber information until they tell us they no longer want to receive information from us.

### *Website users*

Our website uses cookies to collect information about our visitors' navigation around our website, to help analyse how they use it and to improve their experience. The information captured may include the visitor's IP address. This information is necessary for us to pursue our legitimate interests in monitoring and improving our website and to enable us to provide a better service and source of information to our website visitors.

## **Silicon Cup Cookie Policy**

This Cookie Policy explains how we collect and use information from our website. We automatically collect certain information from you when browsing our website. This includes:

### *Log information*

We log information about your use of the website, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to the website.

### *Cookies and other tracking technologies*

We and our service providers use various technologies to collect information from cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory that help us improve our website and your experience; see which areas and features of our website are popular; and count visits to those pages.

Web beacons are electronic images that may be used on our website or emails and help deliver cookies, count visits and understand usage and campaign effectiveness.

For more information about cookies and how to disable them and the steps you can take to protect your privacy on the internet, go to <http://www.youronlinechoices.com/uk/> – the *Guide to Online Behavioural Advertising and Privacy*.

### *Customers, suppliers and contractors*

We collect limited personal data about our customers, suppliers and contractors. This may include their name, email address, work address and contact telephone number, along with a description of the service they have purchased or opted-in to receiving. It may also include bank account information where we are paying for a service. We will only collect relevant information where it is necessary for our legitimate interests to provide effective services to our customers, or where it is necessary for us to enter into a contract or for the performance of a contract with the individual or company they work for.

### **3. Who we may share your data with**

We do not share personal data with other organisations except where they are an advisor, supplier, service provider or sponsor acting on our behalf/supporting us in delivering our service to you. We have appropriate agreements in place with our data processors to ensure personal data is protected and handled correctly.

We may share your personal data with 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.

### **5. International transfers**

Some of our external third parties may be based or process personal data outside the European Economic Area (**EEA**) so their processing of your personal data may 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.
- 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.
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US.

## **6. How long we keep personal data for**

We will only keep your personal data for as long as we need to, to fulfil the purposes we collected it for, and where it is necessary to satisfy any contractual, legal, accounting, or reporting obligations. After this period, we will delete or securely destroy your personal data.

## **7. Your rights**

Under certain circumstances, you have rights under data protection laws in relation to your personal data. 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.

For information about how to exercise these rights, please refer to our 'Contact Us' section.

## 8. Contact Us

If you have any queries about our Privacy Notice, or would like to exercise any of your rights, please write to our Data Protection Officer at the following address:

**Post:** IT Regatta Ltd , 25 Crowsport, Hamble, Southampton, Hampshire, SO31 4HG

**Email:** [hello@thesiliconcup.com](mailto:hello@thesiliconcup.com)

## 9. Complaints and feedback

We hope you will always be happy with the way we handle your information, however if we have not met your expectations, please let us know so we can put things right. If you remain unsatisfied, you have the right to complain to the Information Commissioner's Office (ICO). The ICO's contact details are available at <https://ico.org.uk/concerns/>

## Changes to this privacy notice

Any changes that we make to our Privacy Policy in the future, will be posted on our website and may be emailed to our customers or subscribers.

This Privacy Policy was last updated on 14<sup>th</sup> Feb 2019

IT Regatta Ltd is a private limited company registered in England & Wales under registration number 05115252. The company's registered office is 25 Crowsport, Hamble, Southampton, Hampshire, SO31 4HG, United Kingdom