

## Bear & Lapor Privacy Policy

- 👤 Bear & Lapor Ltd (“we”) promise to protect and respect any personal data you share with us, or that we get from other organisations.
- 👤 This privacy statement tells you about the type of data we collect and how we use it.
- 👤 You can email [phil.lowde@bearandlapor.co.uk](mailto:phil.lowde@bearandlapor.co.uk) to ask about the data we hold on you, make changes or ask us to stop using it.

## How we collect data from you

### When you give it to us DIRECTLY

- 👤 You may give us your information when you sign up to our newsletter, book onto one of our programmes, book a place on a course, email us or when we speak directly on the phone.
- 👤 When we meet at events, you may give us your business card or contact details so we can contact you with relevant information in the future.
- 👤 We will hold your data for as long as you are interacting with the content we are sending you. If you stop interacting for 2 years or more or request to be removed, we will delete your contact details from our records.

### When you give it to us INDIRECTLY

- 👤 If we attend events the event organisers may share your contact details with us if you have given them permission to do so.

### When you give permission to OTHER ORGANISATIONS or it’s available publicly

- 👤 We may use information available from external sources so we get a better understanding of your business, for example your business’ website. We do this to understand how we can help your business before we communicate with you.
- 👤 The information we get from other organisations may depend on your privacy settings or the responses you give, so you should regularly check them. This information comes from the following sources:

#### Third party organisations

- 👤 You may have provided permission for a company or other organisation to share your data with third parties.

#### Social Media

- 👤 Depending on your settings or the privacy policies for social media like LinkedIn, Facebook or Twitter, you might give us permission to access information from those accounts. We will then merge this with our own customer data to get a deep understanding of your business.

#### Information available publicly

- 👤 This may include information found in places such as Companies House and information that has been published in articles or newspapers.

### When we collect it as you use our WEBSITE

- 👤 Like most websites, we use “cookies” to help us make our site, and the way you use it, better. When you visit our site for the first time you will be informed of our use of cookies before you continue to browse.
- 👤 Cookies are small files that downloaded to your PC or other device when you visit our site. They make interacting with a website faster and easier – for example by automatically filling your name and address in text fields.
- 👤 In addition, the type of device you’re using to access our website and the operating system you’re using may come directly from your device if it is set up to do so.

## Use of Cookies

- We use cookies to enhance the online experience of our visitors. We also use them to understand how our website is being used, to inform the content we write and to enable us to make improvements to our website and services.
- You have the right to choose whether you want to accept these cookies. By default, your browser will accept cookies – this can be changed by amending the controls on your browser to reflect your cookie preferences.
- Our website uses tracking software to monitor our visitors to understand how they use it. This software will save a cookie to your computer's hard drive to track and monitor your engagement and use of the website, and to help identify you on future visits. It will not store, save or collect personal information.

## The personal data we collect

The type and quantity of information we collect and how we use it depends on why you are providing it.

If you contact us through our website forms, via a business card given at an event, on the phone or face to face, we will usually collect:

- Your name
- Your company name
- Your email address
- Your telephone number

We will mainly use your data to:

- Provide you with the services, products or information you've requested
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Send you direct marketing

## Direct Marketing

- With your consent, either given to us direct or through our data provider, we will send you direct mail or an email to update you on our services and applicable packages.
- If you wish to opt out of our communications you can contact us on [phil.lowde@bearandlapor.co.uk](mailto:phil.lowde@bearandlapor.co.uk)
- We do not sell or share personal details to third parties for the purposes of marketing. But, if we run an event in partnership with another named organisation your details may need to be shared. You have the option to opt out.

## How we keep your data safe and who has access

- Data security is of great importance to Bear & Lapor and to protect your data we have suitable physical, electronic and managerial procedures in place to safeguard and secure data collected.
- There are appropriate technical controls in place to protect your personal details. For example, our network is protected and routinely monitored.
- We may need to disclose your details to the police, regulatory bodies or legal advisers.
- We will only share your data in other circumstances if we have your explicit consent.

## Your Rights

- You have a right to ask us to stop processing your personal data by either contacting us [phil.lowde@bearandlapor.co.uk](mailto:phil.lowde@bearandlapor.co.uk)

- You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.
- If you want to access your information, send a description of the information you want to see and proof of your identity by post to Bear & Lapor Ltd, 17 Florence Ave., Wilsden, Bradford, BD15 0HE or email [phil.lowde@bearandlapor.co.uk](mailto:phil.lowde@bearandlapor.co.uk)

### Changes to this policy

- We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on our Website or by contacting you directly.