

SCIENTIA DATA Privacy Policy

OUR COMPANY SCIENTIA DATA is expert in the provision and use of consumer data for marketing and market research purposes.

SCIENTIA DATA works with some of the UK's best known brands to help them improve the targeting of their offers and promotions, and to learn more about what consumers want from them. Our surveys and data provide manufacturers, retailers, organisations and service providers with the key information they need to improve their service to consumers.

Informed Store is a domain name of Scientia Data Ltd, Reg. in England No. 3332669 Reg. Address: St. George's House, 15 Pembroke Road, Sevenoaks, Kent, TN13 1XR

DATA PROTECTION

As a leading data marketing company, SCIENTIA DATA is absolutely committed to protecting your privacy. SCIENTIA DATA is registered as a Data Controller with the Information Commissioner, and as such your information will always be safeguarded through our adherence to the Data Protection Act (1998), and the Privacy and Electronic Communications Regulations (2003) to ensure that the information you provide to us is safe and only used for the purposes stated in the opt-in statement and this Privacy Policy.

SCIENTIA DATA is also a member of The UK Direct Marketing Association (DMA) and fully complies with its protocols to properly ensure the correct use of data.

USE OF YOUR INFORMATION

SCIENTIA DATA is keen to ensure that the principals of our opt-in when your data is collected are clearly explained:

The information you volunteer to SCIENTIA DATA and that SCIENTIA DATA holds about you, will be shared and used to appropriately target offers and marketing communication from our clients, from our selected 3rd party partners and from SCIENTIA DATA and its other brands. Marketing communication may be through email, mailing, telemarketing, SMS/MMS and door-to-door canvassing, depending on which contact channel information you have volunteered. You may also receive marketing calls via automated voice messages broadcast over the telephone.

Some questions on our consumer surveys are specific to our named clients, and by expressing interest and opting-in to their brand or products you are also agreeing to contact from them. By volunteering your phone number you are agreeing to telephone contact by these named clients. You may need to contact these named sponsor brands directly if in the future you decide to opt-out of further communication from these brands.

Your data may be used for analytical purposes. Your data may also be used in conjunction with data we may have received from other sources in order to personalize and target communication to you better, and we may share information with other companies for the same reason.

Your data may be shared and combined with other companies who hold your personal data, and we may use information from other sources to add to data we already hold. This information may help us to improve our ability to service your needs on a personalized basis, by helping us to learn more about you and your purchasing habits and allowing us to let you know about offers you might be interested in.

Your data may be used for data validation, enhancement, information verification, suppression, tracing and to the extent permitted by law, individual reference or look-up services, by SCIENTIA DATA and trusted 3rd parties

Please remember that you can de-register at any time (see DEREGISTRATION below). Furthermore you can request suppression of your details from SCIENTIA DATA's database if you would prefer us not to use your information for any of the above.

You can also request to know what personal information SCIENTIA DATA holds about you, by writing in person to us at the address below asking for a subject access request.

PARTNER REGISTRATIONS

SCIENTIA DATA may also receive information about you when you register on one of our affiliate or partner sites, or when you take part in a special promotion for one of these affiliate or partners.

If you have registered with SCIENTIA DATA through one of our 3rd party partner sites, it is possible that the 3rd party site may also retain your data, but only in accordance with the terms and conditions as published by them on their site.

DEREGISTRATION

You can unsubscribe from SCIENTIA DATA email communications at any time by clicking on the link at the foot of any email correspondence. Your details will be suppressed, SCIENTIA DATA will send no further emails and your details will no longer be passed onto any 3rd parties for the uses described in this Privacy Policy.

You can also deregister from SCIENTIA DATA at any time through the Informed Store website. <http://www.informedstore.com>. Your details will then be suppressed and SCIENTIA DATA will send no further email communication.

To request suppression from SCIENTIA DATA completely, please write to us at the address at the bottom of this Privacy Policy, or email olivia@informedstore.com

DATA SECURITY

Although we endeavour to ensure the security of all correspondence, the Internet is not a 100% secure medium. Therefore, we are unable to guarantee the security of any data you send electronically to SCIENTIA DATA and are unable to accept responsibility for any loss or damage experienced through any loss of confidentiality of your information.

DATA TRANSFER - SAFE HARBOURS

Rules for data protection are different in the US and other overseas countries to the European Economic Area. SCIENTIA DATA rarely transfers any data outside the EEA, but where this does occur we execute using established Safe Harbor agreements, in order to ensure that our suppliers and clients maintain the same high standards for data security that regulate in the EEA.

RIGHT OF TRANSFER

Should SCIENTIA DATA choose to sell or transfer business assets, it is possible that the information we hold may be transferred as part of the transaction. SCIENTIA DATA may choose to retain a copy of the information post sale or transfer.

CHANGES TO PRIVACY POLICY

SCIENTIA DATA reserves the right to update this Privacy Policy from time to time. SCIENTIA DATA will only inform you and obtain your permission if we choose to materially expand the sharing or use of your personal information in any way not disclosed on this Privacy Policy at the time of registration.

If you do not agree with the terms of this Privacy Policy, please do not submit any information or accept any of the offers available from SCIENTIA DATA.

USEFUL LINKS

As members of the Direct Marketing association we are keen to promote the best interests of consumers and how their personal data is used. If you would like to know more about how your information can be utilised, how you can restrict its use, who has access and a wide range of other aspects, we suggest you refer to the following sources:

The Direct Marketing Association; www.dma.org.uk The Information Commissioner; www.dataprotection.gov.uk
The Citizens Advice Bureau; www.adviceguide.org.uk

For further information please write to:

COMPLIANCE DEPARTMENT
SCIENTIA DATA
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