

Privacy Policy

1. Introduction

We respect the privacy of our customers and contacts who have expressed an interest in our products and services.

We will use personal information for account management, administration, technical support, marketing and providing user IDs and passwords for protected areas of our websites.

We will not rent or sell your personal information with other organisations for their own marketing purposes.

We will not retain personal information for longer than is necessary for the purpose for which it was collected.

All email marketing/e-newsletters contain instructions on how to unsubscribe.

Emails from us and any files transmitted with them, are confidential and intended solely for the use of the individual or entity to which they are addressed. General email communications may represent the originator's personal views and opinions, and not necessarily reflect those of the company. If you are not the original recipient or the person responsible for delivering the email to the intended recipient, be advised that you have received the email in error, and that any use, dissemination, forwarding, printing, or copying of this email is strictly prohibited.

The anti-virus software we use is updated regularly in an effort to minimise the possibility of viruses infecting our systems. However, you should be aware that there is no absolute guarantee that any files attached to emails from us are virus free.

2. What information we collect and why we need it

This privacy notice tells you what to expect when we collect personal information. It applies to information we collect about:

- Visitors to our websites;
- People who subscribe to our e-newsletter service
- People who email us
- People who respond to our polls and surveys

2.1 Visitors to our websites

When someone visits a voisentry.com domain we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is processed in a way that does not identify anyone. We do not make any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will make that clear and will explain what we intend to do with it.

2.3 People who subscribe to our e-newsletter services

We use a third-party provider, Act-On, to deliver various e-newsletters. We gather statistics around email opening and clicks using industry standard technologies including clear gifs to help us monitor and improve our e-newsletters. For more information, please see Act-On's privacy notice [here](#).

2.4 People who email us

Any email sent to us directly or via a website form, including any attachments, may be monitored and used by us for reasons of security and for monitoring. Email monitoring or blocking software may also be used to prevent malicious intent on our network. Please be aware that you have a responsibility to ensure that any email you send to us is within the bounds of the law.

3. Customer Relationship Management system (CRM)

We use a customer relationship management platform to help us manage our engagement activities with customers, suppliers and prospective customers.

3.1 The data we collect on our CRM

We collect:

- The name of your organisation including your parent department or organisation, if applicable
- Your organisation's type, address, site, website and number of employees
- Your name, role and contact details, such as email address and phone number
- Details of meetings, phone calls, emails, agendas, outcomes, actions, minutes and other documents
- Questions, comments, queries or feedback from engagement activities

3.2 Why we collect your data

We collect this data to help us:

- Track our engagement activity with you and your organisation
- Ensure our contact details are up to date
- Develop a comprehensive view of our engagement activity with you and your organisation
- Avoid duplicating meetings or communications
- Understand and analyse the type and quality of our engagement activity with you and your organisation so we can improve it
- Respond to any actions, questions, feedback or queries that you've raised with us

4. How long we keep your data

We keep your data for as long as we are engaged with you and your organisation. We regularly review the data we hold to ensure that it's accurate. Once an engagement closes, or when we no longer need that data, we will remove it from our platforms. This applies to data collected from:

- Visitors to our websites
- People who subscribe to our e-newsletter service
- People who email us
- People who respond to our polls and surveys

4.1 CRM platform data

If your account becomes inactive, the customer data records in our CRM system are kept for no longer than necessary before deletion. Records of payments and invoices may be kept for longer or statutory periods for accounting, tax, and audit purposes.

If your account on our CRM system is closed, then your data will be erased from the live CRM database and the backup files after seven weeks.

5. Who your data will be shared with?

We will only share your data internally with the relevant teams within our company (sales, marketing, support, finance) so that we can provide you with the best possible service.

6. Your options to unsubscribe or opt-out

If you receive marketing emails from us, you can ask us to stop sending you marketing messages at any time by following the unsubscribe links in the footer of the marketing message.

7. Complaints or queries

We try to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

8. Access to personal information

We try to be as open as it can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a 'subject access request' under the current UK and EU data protection legislation. If we do hold information about you, we will:

- Give you a description of it
- Tell you why we are holding it
- Tell you who it could be disclosed to
- Let you have a copy of the information in an intelligible form

To make a request to us regarding any personal information we may hold, you should submit your request in writing to the address or email address provided below. If you agree, we will deal with your request informally, for example by providing you with the specific information you need over the telephone or via email. If we do hold information about you, you can ask us to correct any mistakes by, once again, contacting us using the details below.

9. Changes to this privacy notice

We keep our privacy notice under regular review. This privacy notice was last updated on 21st June 2019.

10. How to contact us

If you want to request information about our privacy policy, you can email us at data (at) aculab (dot) com or write to:

Lakeside
2 Bramley Road
Milton Keynes
MK1 1PT
United Kingdom