
PRIVACY POLICY

BACKGROUND:

IP-Active.com Limited understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, www.ip-active.com ("Our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

"personal data" means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR")

"We/Us/Our" means IP-Active.com Limited, a limited company registered in England under company number 6985379, whose registered address is The TechnoCentre, Coventry University Technology Park, Puma Way, Coventry, CV1 2TT.

2. Information About Us

2.1.1 Our Site is owned and operated by IP-Active.com Limited, a limited company registered in England under company number 6985379, whose registered address is The TechnoCentre, Coventry University Technology Park, Puma Way, Coventry, CV1 2TT.

2.1.2 Our VAT number is 990 0425 27.

2.1.3 Our Data Protection Officer is Tim Blower, who can be contacted by email via the contact form at ip-active.com, by telephone on 02476 992 662, or by post at The TechnoCentre, Coventry University Technology Park, Puma Way, Coventry, CV1 2TT.

2.1.4 We are regulated by IP Reg.

3. What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

4. Your Rights

4.1.1 As a data subject, you have the following rights under the GDPR, which this Policy and our use of personal data have been designed to uphold:

4.1.1.a.1 The right to be informed about our collection and use of personal data;

4.1.1.a.2 The right of access to the personal data we hold about you (see section 13);

- 4.1.1.a.3 The right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact us using the details in section 15);
 - 4.1.1.a.4 The right to be forgotten – i.e. the right to ask us to delete any personal data we hold about you (we only hold your personal data for a limited time, as explained in section 10 but if you would like us to delete it sooner, please contact us using the details in section 15);
 - 4.1.1.a.5 The right to restrict (i.e. prevent) the processing of your personal data;
 - 4.1.1.a.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
 - 4.1.1.a.7 The right to object to us using your personal data for particular purposes;
and
 - 4.1.1.a.8 Rights with respect to automated decision making and profiling.
- 4.1.2 If you have any cause for complaint about our use of your personal data, please contact us using the details provided in section 15 and we will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.
- 4.1.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

5. **What Data Do We Collect?**

We collect, store and use personal data that you provide when you contact us either through the website or by email. The type of information will depend on what you provide to us. We do not ask you to provide "special categories" of information such as: racial origin; ethnic origin; political opinions; religious beliefs; membership of a trade union; genetic data; biometric data; health data; data concerning a person's sex life; and sexual orientation. However, if you choose to provide us with this information (or other sensitive information such as disability or criminal convictions) because it is relevant to the reason you contacted us and we need to disclose it to someone outside of IP-Active.com Limited, we will ask you for your explicit consent to do so.

If you complete any forms on our website, or if you contact us with comments or specific requests, we use the contact details you provide to respond to you. In these instances, we may collect some or all of the following personal and non-personal data:

5.1.1 name;

5.1.2 contact information such as email address and telephone number.

Please note: No cookies are set by this website.

We do not currently use any Flash cookies or login cookies.

6. **How Do We Use Your Data?**

6.1.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 9, below.

6.1.2 Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (e.g. by subscribing to emails), or because it is in our legitimate interests. Specifically, we may use your data for the following purposes:

6.1.2.a.1 Supplying our services to you (please note that we require your personal data in order to enter into a contract with you);

6.1.2.a.2 Personalising and tailoring our services for you;

6.1.2.a.3 Replying to emails from you.

- 6.1.3 You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it, so long as all legal, accounting and reporting requirements have been met.

7. **How and Where Do We Store Your Data?**

- 7.1.1 We only keep your personal data for as long as we need to in order to use it as described above in section 6, and/or for as long as we have your permission to keep it.
 - 7.1.1.a.1 Some or all of your data may be stored outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to us. If we do store data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR.
- 7.1.2 Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through Our Site.
- 7.1.3 Steps we take to secure and protect your data include:
 - 7.1.3.a.1 Using appropriate technical and organisational steps, and will store it on our database within a secure network.
- 7.4 Notwithstanding the security measures that we take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to us data via the internet.

8. **Do We Share Your Data?**

- 8.1.1 Subject to sections 8.2 – 8.5, we will not share any of your data with any third parties for any purposes.
- 8.1.2 In certain circumstances, we may be legally required to share certain data held by us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal obligations, a court order, or a governmental authority.
- 8.1.3 We may sometimes contract with third parties to supply services to you on our behalf. These may include payment processing, search engine facilities and international intellectual property filings and maintenance. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.
- 8.1.4 We may sometimes use third party data processors that are located outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where we transfer any personal data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR.
- 8.1.5 In certain circumstances, we may be legally required to share certain data held by us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal requirements, a court order, or a governmental authority.

9. **How is my data kept secure?**

We have put in place measures to protect the security of your information. Third parties will only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure.

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors, and other third parties who have a business need.

We have put in place procedures to deal with any suspected security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

10. **How long will you use my information for?**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable and legal requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us at any time by contacting us.

11. **What Happens If Our Business Changes Hands?**

11.1.1 We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by us.

11.1.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

12. **Your Right to Withhold Information**

You may access Our Site without providing any data at all.

13. How Can You Access, Correct, Erase and Restrict Your Data?

In certain circumstances, you have the right to:

- 13.1 Request access to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are processing it lawfully;
- 13.2 Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected;
- 13.3 Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us delete or remove personal information where you have exercised your right to object to processing;
- 13.4 Object to processing of your personal information 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;
- 13.5 Request the restriction of processing of your personal information. This enables you to ask to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it;
- 13.6 Request the transfer of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact Tim Blower via the contact form at ip-active.com, or use the contact details below in section 15.

You will not have to pay a fee to access your personal information (or to access any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

We may need to request specific information from you to help us to confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

14. Right to Withdraw Consent

In certain circumstances where you have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw consent, please contact Tim Blower by email via the contact form at ip-active.com. Once we have received notification that you have withdrawn consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legal basis for doing so.

15. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact us by email via the contact form at ip-active.com, by telephone on 02476 992 662, or by post at The Techno Centre, Coventry University Technology Park, Puma Way, CV2 1TT. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you (as under section 11, above).

16. Changes to Our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.