

LIFT INDUSTRY NEWS DATA PRIVACY NOTICE

Last updated April 12th 2022

Background

LIFT INDUSTRY NEWS understands that your privacy is important to you and that you care about how your personal data is used. We will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

This Privacy Policy is intended to describe how to manage the website attributable to the domain liftindustrynews.com owned by Peters Research Ltd (hereinafter "Organization"), with reference to the processing of personal data of users / visitors.

1. Definitions and Interpretation

In this Policy Lift Industry News ("us", "we", "our") operates the Lift Industry News magazine, web site, online magazine and newsletter (hereinafter referred to as the "Service")

2. Information About Us

Lift Industry News is published in England by Peters Research Ltd,

Peters Research Ltd (PRL) is registered in England under company number 3435465. Registered address: Bridge House, Station Approach, Great Missenden, Bucks, HP16 9AZ, UK.

3. What Does This Policy Cover?

This Privacy Policy explains how, when, and why Lift Industry News collect your personal data. Our website (liftindustrynews.com) 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. What Is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

5. How do we collect information about you?

We collect and retain information about you when you:

- Enquire about or purchase our magazine or other products either via email, phone, at industry conferences and events or via our website.

6. What Data Do You Collect?

We may collect and hold some or all of the personal data set out in the table, using the methods also set out in the table. Please also see Part 14 for more information about our use of Cookies.

Data Collected
Identity Information: including your title and name
Contact information: including your email, address, and phone number
Business information: including business name, address
If you sign up for Paid Services, we receive a portion of your payment information from our payment processor (such as the last four digits, the country of issuance and the expiration date of the payment card) and we ask you to select your jurisdiction.

7. Usage Data

We may also collect information on how the Service is accessed and used. This Usage Data may include information such as your computer's Internet Protocol (IP) address, browser type, browser version, the pages of Lift Industry News that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

8. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Subscribe to Lift Industry News	Identity, Contact, Business	Contract
Send you invoices	Identity, Contact, Business	Contract
Maintain our customer database	Identity, Contact, Business	Consent

We will only use your personal data for the purpose(s) for which it was originally collected. We will not share your information with third parties.

9. How Long Will You Keep My Personal Data?

We retain personal information regarding you or your use of the Service for as long as your Account is active or for as long as needed to provide you or our Users with the Services. We also retain personal information for as long as necessary to achieve the purposes described in this Privacy Policy, for example, to comply with our legal obligations, to protect us in the event of disputes and to enforce our agreements and to protect our and others' interests.

We will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of the Service, or we are legally obligated to retain this data for longer periods.

10. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data within the UK. This means that it will be fully protected under the Data Protection Legislation.

The security of your personal data is important to us, and to protect your data, we take a number of measures, including the following:

- limiting access to your personal data to those employees with a legitimate need to know and ensuring that they are subject to duties of confidentiality.
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so;

11. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

Business Transaction: if Lift Industry News is involved in a merger, acquisition, or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

12. Can I Withhold Information?

You may access certain areas of our website without providing any personal data at all. However, to use all features and functions available you may be required to submit or allow for the collection of certain data.

13. How Can I Access My Personal Data?

If you want to know what personal data we hold about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 18.

We will respond to your subject access request within one month of receiving it.

14. Cookies

Cookies are small text files that are placed on your computer or device when you visit our website. We use cookies to facilitate and improve your experience of our website and to provide and improve our products and services.

Before Cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to accept those Cookies.

The table below details the cookies we use:

Type of Cookie	Reason
Session Cookies	Used to operate Lift Industry News
Preference Cookies	Used to remember your preferences and various settings
Security Cookies	Security purposes

Further information about how to amend your cookie preferences can be found at www.aboutcookies.org or www.allaboutcookies.org

15. Analytics

We may use third-party Service Providers to monitor and analyse the use of Lift Industry News.

Google Analytics: Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

Squarespace: Our website is built using the Squarespace platform which collects basic information on visitors to the website. You can find the Squarespace Privacy Policy here. <https://www.squarespace.com/privacy>

16. What Are My Rights?

Under the Data Protection Legislation, you have the following rights.

- The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 18.
- The right to access the personal data we hold about you. Part 13 will tell you how to do this.
- The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 18 to find out more.
- The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 18 to find out more.
- The right to restrict (i.e. prevent) the processing of your personal data.
- The right to object to us using your personal data for a particular purpose or purposes.
- The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 16.

It is important that your personal data is kept accurate and up to date. If any of the personal data we hold about you changes, please keep us informed.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. They can be contacted at:

Telephone number: +44 (0) 303 123 1113

Postal Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, UK.

17. Changes to our privacy policy

We'll update this Privacy Policy from time to time to reflect changes in technology, law, our business operations or any other reason we determine is necessary or appropriate. When we make changes, we'll update the "Effective Date" at the top of the Privacy Policy and post it on our sites. If we make material changes to it or the ways we process personal information, we'll notify you (by, for

example, prominently posting a notice of the changes on our site before they take effect or directly sending you a notification).

We encourage you to check back periodically to review this Privacy Policy for any changes since your last visit. This will help ensure you better understand your relationship with us, including the ways we process your personal information.

18. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the Contact form at liftindustrynews.com.