



# Privacy Policy

insight2marketing ("us", "we", or "our") operates [www.insight2marketing.com](http://www.insight2marketing.com) (the "Site")

This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site with effect from 14<sup>th</sup> April 2018

**We use your Personal Information only for marketing purposes and/or providing and improving the Site.**

By using the Site, you agree to the collection and use of information in accordance with this policy.

## **Information Collection**

Information collection and use - while using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to your name, email address, phone number, preferences or interests and any information specifically relevant to your enquiry. ("Personal Information").

## **When do we collect Personally Identifiable Information?**

- When you complete a form on the website to subscribe to the insight2marketing newsletter
- When you attend an event and complete a mailing list sheet
- When you complete a feedback form at an event

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- When you complete a form to request a free resource from me
- When you complete a form or online email request to speak online or by phone
- When you sign up for a webinar on my website
- When you attend or input your details with the intention to attend the Eventbrite website
- When you buy for a product or service.

### **Why do we ask for this information?**

We are asking you for this information, so that we can send you the resource(s) or information that you have requested, such as the insight2marketing newsletter, event updates, video training, free training manuals, podcast episodes or free eBooks. This is based on the information that you provide to us.

### **How will we use this information?**

We will be using your information for the purpose that you have requested. We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information that will be of benefit to you. You will always be given the opportunity to unsubscribe to this information. We will send you this information:

- To keep you informed of our events
- To plan and/or coordinate our services
- To record audio conversations from online coaching services for 1 year
- To record physical documentation from training courses and events and store securely for 6 years.

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## **Log Data**

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics. In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this. This information is not sold onto or shared with any third parties but helps us make informed decision around development of our products and services.

## **Cookies**

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our website. Consult the Help section of your browser or taking a look at the About Cookies website which offers guidance for all modern browsers.

## **Links to other websites**

Our website may contain links to other websites of interest. Please be aware that if you use a link to leave a site and enter another site, we do not have any control over that other website. The content and security of any linked or associated website are controlled by that website's owner. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst

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visiting such sites and such sites are not governed by this privacy policy. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Third-party disclosure**

We will never sell, trade, exchange or transfer your Personally Identifiable Information to outside parties. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

### **Email marketing**

If at any time you would like to unsubscribe from receiving our emails, you can either click the unsubscribe link on one of our emails or email us at [hello@insight2marketing.com](mailto:hello@insight2marketing.com) and we will promptly remove you from ALL correspondence.

If you submitted your details for communication purposes, or subscribed to an insight2Marketing mailing list prior to 25 May 2018 and do not choose to either update your preferences or unsubscribe when prompted by our email reminders, we will no longer send you emails but you can email [hello@insight2marketing.com](mailto:hello@insight2marketing.com) to request to be added back again and we will send you the relevant details.

### **Security**

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or

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method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

### **Changes To This Privacy Policy**

This Privacy Policy is effective as dated and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

### **We reserve the right to update or change our Privacy Policy**

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you by video on YouTube and/or through the email address you have provided us, or by placing a prominent notice on our website. Please sign up for updates here: <http://bit.ly/i2myoutubevideos>

### **Get In Touch!**

Contact Us by email if you have any questions about this Privacy Policy: [hello@insight2marketing](mailto:hello@insight2marketing)

Thank You

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