



## **Privacy Policy (Cookies) Projections Strategy LLP**

At Projections Strategy LLP we are dedicated to safeguarding and preserving your privacy when visiting our site, providing services to you and communicating electronically with you.

This Privacy Policy, along with our terms of use, gives you the necessary insight as to what happens to any personal data that you provide to us, or we collect from you.

This Policy is updated from time to time so please check it regularly.

### **Information We Collect**

In operating our website we may collect and process the following data about you:

1. Details of your visits to our website and the resources that you access, such as traffic data, location data, weblogs, IP address, operating system, what browser you are using and other communication data.
2. Information that you provide by filling in forms on our website, such as when you register to take up our annual membership, for information or make use of our services.
3. Information provided to us when you communicate with us for any reason.

### **Use of Cookies**

We may gather information about your computer for our services and to provide statistical information regarding the use of our website to our advertisers.

Such information will not identify you personally, it is only statistical data about our visitors and their use of our site. This data does not identify any personal details whatsoever.

Similarly to the above, we may collect information about your basic internet use, by using a cookie file. These cookies are downloaded to your computer automatically and this file is stored on the hard disc of your computer. This helps us to improve our website and the services we provide to you.

All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies.

Our advertisers may also use cookies for which we have no control. Such cookies would be downloaded , once you click on advertisements, on our website.

This Website uses Google Adwords conversion tracking method, which uses cookies to monitor the success of our Google AdWords campaign. This tracking cookie is set on your browser only when you click on a Google Ad and these cookies help us increase the website's effectiveness for our visitors. These cookies expire within 30 days and do not contain information that can identify you personally.

### **Cookies set on our sites by our commercial service providers**

We use a range of third party services on our sites, from statistics, advertising, video delivery, content delivery and even low level, techie functions like load balancing our servers so they are always available when you want to use them. Some of these services require the use of cookies to work properly. These services include:

#### **Statistics**

**Google Analytics** provide anonymized statistical information for us. They process IP addresses and information from other cookies used on our sites so we know how many page views we have, how many users we have, what browsers they are using.

### **Social Media Tracking**

These are cookies that are used to collect certain non-personally identifiable information automatically for use on the "Add This Platform". This enables us to better understand how people are consuming and sharing our content socially and which content is more popular.

### **Third Party Links**

The advertisements on our sites are served by a number of third party ad serving providers. The cookies accompanying the ads allow them and their advertisers to monitor the effectiveness of the ads and make the ads more relevant to you.

### **General third party opt-outs**

You can learn about and opt out of a number of commercial third party cookies. Some of the opt-outs used by our commercial service providers require a cookie to be placed on your PC which is only used to tell the relevant cookie servers not to send you any further cookies.

### **Use of Your Information**

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. In addition, we may use the information for the following purposes:

1. To provide you with information requested from us, relating to our products or services.
2. To meet our contractual commitments to you.
3. To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service.
4. Personalise your experience.

Furthermore, we may use your data, or permit selected third parties to use your data, so that you can be provided with information of interest to you. We or they may contact you about these products and services that you consented at the time your information was collected.

You may stop these messages at any time by emailing us or opting-out using the opt-out tool at the bottom of the email communication.

### **Information About Other People**

On certain parts of the website, you can submit information about other people. For example, you may be able to provide an email address of colleagues who may be interested in registering to attend an event. We will use this information to contact these people for the purposes of increasing event attendance.

### **Chat and Message Boards**

A number of websites within our group of companies, offer chat and message boards. Please be advised that information posted in these venues may become public knowledge.

### **Storing Your Personal Data**

Data that is provided to us is stored on our secure servers. Details relating to any transactions entered into on our site will be encrypted to ensure its safety.

The transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically and transmission of such data

is therefore entirely at your own risk. Where we have given you (or where you have chosen) a password so that you can access certain parts of our site, you are responsible for keeping this password confidential.

### **Disclosing Your Information**

Where applicable, we may disclose your personal and non-personal information to any member of our group. This includes, where applicable, subsidiaries, related companies or affiliates.

We may also disclose your personal and non-personal information to third parties:

1. Where we sell any or all of our business and/or our assets to a third party.
2. Where we are legally required to disclose your information.
3. To assist fraud protection and minimise credit risk.

### **Children**

Please note that we do not collect any personal information from children under thirteen years of age and that no child under thirteen should submit any personal information to any of the Sites.

### **Contacting Us**

Should you have any queries please email : [support@railanalysis.com](mailto:support@railanalysis.com)