

# Privacy Policy

This Privacy Policy ('the Policy') (together with any other of our terms and conditions, and any other documents referred to in them) sets out how Crème Conferences uses and protects any information that you give us when you use our website and supply personal data to us.

This Policy explains the basis on which any personal data we collect from you, or that you provide, will be processed by us. Please read this Policy carefully to understand our views and practices regarding your personal data and how we will treat it.

We will only use your personal data in the manner set out in this Policy and in a way that is fair to you. We will only collect personal data where it is necessary for us to do so and where it is relevant to our dealings with you. We will only keep your personal data for as long as it is relevant to the purpose for which it was collected or for as long as we are required to keep it by law.

The Policy sets out (1) who we are and describes (2) the information we collect (3) how we use your information (4) where we store your information and (4) giving your consent.

## **Who we are**

For the purpose of the General Data Protection Regulations (the "Regulations"), the data controller is;

AS Conferences Ltd Trading as Crème Conferences, a company registered in England and Wales under company number 05085784 whose registered office is at  
Technology House ,Michigan Drive, Tongwell Milton Keynes MK15 8HQ

KE Sales Ltd T/a Crème Conferences, a company registered in England and Wales under company number 04725550 whose registered office is at  
The Knowledge Centre, Wyboston Lakes, Wyboston, MK44 3BY

We will refer to Crème Conferences as ('Company', "us", "we", or "our") which operates <http://www.cremeconferences.com/> "the Site".

The user of our Site and other business or personal contacts that we deal with as customers or suppliers are referred to as 'you' or 'your'.

This Policy explains what happens to any personal data that you provide, or that is collected from you as part of our usual business, marketing and/or accessing our Site.

The majority of the data that we collect and store will be business data relating to the customer that we are dealing with. However, as part of our business and marketing processes we will be collecting and using limited personal data to include customers names, email addresses, addresses and mobile phone numbers (where applicable). We also may as part of a contract with you as a customer need to take limited personal details on your employees in order to advise them on the employee benefits and assist them with such schemes.

We use your such personal information only for providing you with quotes, our services and to ensure that we keep in touch with our customer base with targeted emails and marketing content. We are aware that customers and suppliers will also be accessing our website and that by accessing the Site, you agree to the collection and use of information in accordance with this Policy.

## **Information we Collect**

We may collect the following information: name and job title, contact information including email address, demographic information such as postcode, and contact details. Some details will be business information and not all will fall into the category of

personal data.

### **How we use your information**

We use your information to provide you with our services.

We will also use your information in the following ways:

1. To provide you with information regarding our Company, quotations and orders.
2. To deal with our clients.
3. To provide you with billing information in relation to our Company.
4. To carry out our obligations arising from any contracts entered into between you and us.
5. To notify you about changes to our Company

### **Internal record keeping**

We may use the information to improve our products and services. We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

### **Controlling your Personal Information**

You may choose to restrict the collection or use of your personal information in the following ways: whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes, if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us.

### **The Right to deletion and correction**

We try to ensure we have the correct Personal Information on you,

1. All information you provide to us is stored on our secure servers. We use industry standard security and firewalls on our servers
2. We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of your information.
3. Only authorised personnel and contractors have access to your information.
4. We will keep personal data secure by taking appropriate technical and organisational measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage.

You also have the right to access information held about you by emailing our contact email address.

#### **When we share your information**

We will not sell, rent or trade your Personal Information.

Other than as set out in this Policy, we shall NOT sell or disclose your personal data to third parties without obtaining your prior consent unless this is necessary for the purposes set out in this Privacy Policy or unless we are required to do so by law.

#### **Where we store your personal data**

##### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

**Transfers of Data in Europe** Data protection legislation is harmonised throughout the European Economic Area ('EEA') which comprises the EU member states, Norway, Iceland and Liechtenstein. Countries outside the EEA do not generally have the same level of protection for personal information as those within the EEA. We do not anticipate the need to transfer personal data in Europe and certainly will not be engaging with the transfer of data outside the EEA.

**Other websites**

The Website may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of those websites, please note that those websites have their own privacy policies and that we do not accept any responsibility or liability for those policies. Please check those policies before you submit any personal data to those websites.

**Consent**

By submitting limited personal data to us, you consent to our use of your data and of anyone you represent in the manner set out in this Policy (as amended from time to time, as described below) and you are responsible for ensuring that you have authority to consent on behalf of anyone about whom you submit data to us.

You can revoke any consent you have given us under this Policy at any time by contacting us and referencing this Policy in the email subject line, using the body of the email to say what consent you are revoking.

**Changes to This Policy**

This Policy is effective as of August 2018 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 this Policy at any time and you should check this Policy periodically. Your continued use of our business after we post any modifications to this Policy will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Policy.

If we make any material changes to this Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our Site.

**Contact Us**

If you have any questions about this Policy, please contact us.

If you have any queries about the information we hold on you, please email [admin@crememk.co.uk](mailto:admin@crememk.co.uk)

Last updated: August 2018