

## PRIVACY AND COOKIES POLICY

### Privacy

This privacy policy sets out how PAI uses and protects any information that you give us when you use our website. We are committed to ensuring that your privacy is protected. If we ask you to provide information by which you can be identified when using our website, then you can be assured that it will only be used in accordance with the General Data Protection Regulation (EU) 2016/679, the UK GDPR (retained EU law pursuant to section 3 of the European Union (Withdrawal) Act 2018 and this privacy statement.

We may change this policy from time to time by updating this page.

### What we may collect

We may collect, use and store the following types of information:

- **Identity data:** Name, job title and organisation you work for (if relevant)
- **Contact data:** Address, email address and phone number(s)
- **Profile data:** Information you have given us about your interests, areas of expertise (e.g. your CV) feedback and survey responses
- **Technical data:** Internet protocol (IP) address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology devices you use to access our website
- **Usage data:** Information about how you use our website
- **Marketing and communications data:** Your preferences in receiving marketing communications from us
- **Financial data:** Bank account details for any payments being made to you and/or received from you.

### What we do with the information we collect

We use this information to understand your needs and provide you with a better service and, in particular for:

- Keeping our records up to date
- Improving our products and services
- Periodically sending promotional emails about new products, discounts or other information which we think you may find useful and interesting, using the email address which you have provided
- From time to time, using 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 our website according to your interests.

### Controlling your personal data

You may choose to restrict the collection or use of your personal information in the following ways:

- If you are asked to fill in a form on our 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 data for direct marketing purposes, you may change your mind at any time by writing to us or emailing us at [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk)

## Public Administration International

56 Russell Square London WC1B 4HP

T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk) [www.public-admin.co.uk](http://www.public-admin.co.uk)

Public Administration International Limited Registered in Cardiff Number 2687571

- We will not sell, distribute or lease your personal data to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the EU General Data Protection Regulations 2016/679 or the UK GDPR (retained EU law pursuant to section 3 of the European Union (Withdrawal) Act 2018). Please contact Amanda Anderson, PAI, 56 Russell Square, London, WC1B 4HP, United Kingdom. Email: [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk); Tel: 00 44 7580 3590 if:

- You would like a copy of the data we hold about you
- You believe that any data we are holding on you is incorrect or incomplete, so that we can promptly correct any information about you
- You would like us to delete your personal data

## Data security

We are committed to ensuring that your information is secure. We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those members of staff, contractors or other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

PAI has been independently certified under the UK Government-backed Cyber Essentials Plus scheme to ensure that we have the appropriate technical controls in place to protect against the most common cyber security threats. The technical controls include secure configuration of our IT system, firewalls, user access control, security update management and malware protection.

## IP addresses

We may collect information about your computer including, where available, your IP address, operating system and browser type. This is for system administration. The information collected is statistical data about our users' browsing actions and patterns and does not identify any individual.

## Opting out

You can opt out of receiving information from us and/or ask us to remove any data we hold about you at any time. Please contact us at [pai@public-admin.co.uk](mailto:pai@public-admin.co.uk) to let us know if you wish to opt out.

## How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us to analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find most useful. A cookie does not give us access to your computer or any information about you, other than the data you choose to share with us.

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You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over other websites. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should be cautious and look at the privacy statement applicable to the website in question.

July 2023

## **Public Administration International**

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