

# Privacy Policy

This Privacy Statement explains how we handle and use the personal information we collect about our users.

## **Use of browser cookies and other technologies**

We use Google Analytics to gather statistics for srfscويمبatore.com. The information gathered will be used to improve web services for visitors. Google Analytics uses a browser cookie for statistical analysis related to your browsing behavior on these websites. If you choose, you can opt out by turning off cookies in the preferences settings in your browser, or download and install [Google Analytics Opt-out Browser Add-on](#). We also use cookies to enhance the usability of our products.

## **What personal information we collect**

While specific information may vary for particular individuals, we may collect, use, store and transfer different kinds of personal information about you, which we have grouped together as follows:

- Basic biographic/contact information – name, home and/or business addresses, phone numbers, email addresses, social media identifiers, and employer name
- Communication preferences – what newsletters and topics you are interested in
- Analytical information – aggregated information related to web visitor activity and email marketing actions

## **How we collect personal information about you**

We collect personal information directly from you when you subscribe for our newsletters or register for events.

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

We use your personal information to:

- Send email newsletters which you have subscribed to
- Send email communications related to events you have registered for and/or topics you are interested in

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

To perform the functions listed above, it may be necessary to share your personal information with third party software: Salesforce, our customer relationship management system; Marketing Cloud, our email marketing platform; and FormAssembly, our web form application.

## **How your information is stored and secured**

We use risk-assessed administrative, technical and physical security measures to protect your personal information. We store personal information in Salesforce, our customer relationship management system and FormAssembly, our web form application.

## **How long we keep your personal information**

We will maintain a record for you until such time as you tell us that you no longer wish us to keep in touch.

### **Rights for Individuals in the European Economic Area**

You have the right in certain circumstances to (1) access your personal information; (2) to correct or erase information; (3) restrict processing; and (4) object to communications, direct marketing, or profiling. To the extent applicable, the EU's General Data Protection Regulation provides further information about your rights. You also have the right to lodge complaints with your national or regional data protection authority.

If you are inclined to exercise these rights, we request an opportunity to discuss with you any concerns you may have. To protect the personal information we hold, we may also request further information to verify your identity when exercising these rights. Upon a request to erase information, we will maintain a core set of personal data to ensure we do not contact you inadvertently in the future, as well as any information necessary for archival purposes. In the event of an actual or threatened legal claim, we may retain your information for purposes of establishing, defending against or exercising our rights with respect to such claim.

You are under no statutory or contractual obligation to provide any personal data to us.

### **Additional Information**

We may change this Privacy Statement from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.