



Privacy & Cookie Policy

When we use your personal data we are regulated under data protection legislation and are responsible as 'controller' of that personal information for the purposes of that legislation.

1. Data Collected on this website

Autus Data Services Limited (the "Company") respects the privacy of your personal information. This section of the Privacy Policy sets out our current policies and procedures in relation to the protection of your personal data relating to information supplied by you via this website. This Privacy Policy will not alter or affect any personal information otherwise provided by you to the Company. It is important that you revisit this Privacy Policy regularly, as we may from time to time change the content or services available on our website and consequently this Privacy Policy may change.

Any personal details that you supply to us via this website will be stored and held by us on computer databases or otherwise, for as long as you have a relationship with us and thereafter for as long as we are legally required to do so, for the purpose of:

- providing you with the service(s) that you have requested
- fulfilling any agreement we may have with you
- providing you with information about any other special offers, products and services that we feel may be of interest to you (unless you inform us that you do not want to receive such direct marketing)
- for assessment and analysis (e.g. market, customer and product analysis) to enable us to review, develop and improve the products and services which we offer and to enable us to provide you and other customers with relevant information through our marketing programme and those of our client

We will not disclose your personal information obtained through this website to third parties except:

- to employees and agents of the Company and its subsidiaries and associates to administer any accounts, products and services provided to you by the Company now or in the future
- to anyone to whom we transfer or may transfer our rights and duties under our agreement with you
- anyone to whom you authorise us to give personal information
- if we have a duty to do so or if the law allows us to do so
- to our regulators, professional advisers and auditors.

2. Cookie Policy:

This website utilizes various technologies, including cookies, to enhance your browsing experience and provide personalized content. By using this website, you consent to the use of cookies and similar tracking technologies as described in this Cookie Policy.

What are Cookies?

Cookies are small text files that are stored on your device (computer, tablet, or mobile) when you visit our website. They are commonly used to remember preferences, analyze website traffic, and enable certain features. Cookies can be first-party cookies (set by the website you are visiting) or third-party cookies (set by external services).

Google Analytics:

We use Google Analytics, a web analytics service provided by Google, Inc., to gather information about how users interact with our website. Google Analytics uses cookies to collect information such as your IP address, device information, and browsing behavior. This information is used to analyze website usage trends, track user activity, and generate statistical reports. Google Analytics may also transfer this information to third parties when required by law or when third parties process the information on Google's behalf. For more information on Google Analytics' privacy practices, please visit their website.

LinkedIn Ads and Google Ads:

We may use LinkedIn Ads and Google Ads services to display relevant advertisements based on your interests. These services use cookies to track your interactions with our website and tailor advertisements to your preferences. The information collected through these cookies may be shared with third-party advertisers or advertising networks. Please refer to LinkedIn Ads' and Google Ads' privacy policies for more details on how they collect and process your data.

HubSpot Tracking:

We utilize HubSpot tracking to analyse and understand our website visitors' behaviour and engagement. HubSpot tracking uses cookies and other tracking technologies to collect data, such as your IP address, device information, and website activities. This information helps us personalize your experience, improve our website's content, and provide you with relevant marketing materials. HubSpot may also share this information with third parties as necessary. For more information on HubSpot's data processing practices, please review their privacy policy.

Call Tracking:

Our website uses call tracking technologies to track the pages users visit, how long they stay on the site, and what actions they take. This information is used to improve the user experience and help us better

understand our audience. CallRail collects the information on the callers that contact our business through the dedicated phone numbers that we have purchased through CallRail (or numbers we have requested be ported into CallRail from another provider). Call tracking may also be used for marketing purposes, such as tracking the effectiveness of advertising campaigns and personalising content.

Managing Cookies:

You have the option to control and manage cookies through your browser settings. You can modify your browser settings to block or delete certain cookies. However, please note that disabling or deleting cookies may adversely affect your browsing experience and limit the functionality of certain features on our website.

By continuing to use our website, you consent to the use of cookies as described in this Cookie Policy. We encourage you to review this policy from time to time, as it may be updated to reflect any changes in our use of cookies or related technologies.

If you have any questions or concerns about our Cookie Policy, please contact us.

3. Data Protection

We endeavour to take all reasonable steps to protect your personal information but cannot guarantee the security of any data you disclose on-line. You accept the inherent security risks of providing information and dealing on-line over the Internet and will not hold us responsible for any breach of security unless this is due to our negligence or wilful default.

Please be aware that our site may link to other web sites which may be accessed through our site. We are not responsible for the use of any personal information that you give directly to or are collected via such third party sites. You should read the respective data policies or procedures of these linked websites to find out how they use your information.

In the course of undertaking the activities specified in this privacy policy it may be necessary to transfer data to third parties who provide services to us outside the European Economic Area to countries which do not have data protection laws or to countries where your privacy and other fundamental rights will not be protected as extensively as in the UK. If we do this, we will ensure that anyone to whom we transfer your information agrees to treat your information with the same level of protection as provide in the UK.

4. Data Collected from third parties

We are providing this notice to inform you about how we process your personal data in the course of providing services to our business customers.

Where do we get the information from?

We collect information from a range of third parties including, but not limited to, the Financial Conduct Authority Register and Directory, Companies House and professional social media platforms such as LinkedIn.

Why do we process personal data?

We process personal data to assist marketers and other businesses (our clients) in finding new prospects for their products and services, to enrich the information they hold about their existing customers or prospects, to improve sales, marketing and risk management related processes.

What information do we collect to provide our services?

We collect contact information about individuals in their capacity as employees or representatives of businesses including:

- name
- contact information such business address, email address, or phone number
- information about the individual's role with the business
- publicly available professional social media profile information
- we may also make inferences about these business contacts, such as their likelihood to be interested in a B2B product or service offered by of clients.
- The information exclusively relates to individuals working in regulated financial services in their business capacity, and is non-sensitive personal data.

What legal bases do we rely on to process this personal data?

If you have provided consent to process your personal data for the purposes described above, we will rely on your consent for as long as we have it. In other cases we rely on our legitimate interests and those of our customers to engage in marketing in the B2B context.

What are my rights?

If you gave us consent to process your personal data, you can withdraw it at any time. In addition, you may object to our processing of your personal data where we rely on legitimate interests to do so. You may contact us at contact@autusdataservices.co.uk to exercise these rights. In addition, you have the right to request access to, deletion of, or correction of the personal data we process about you, which you exercise by contacting us at contact@autusdataservices.co.uk.