

## **Privacy policy**

C4FF (Centre for Factories of the Future) is committed to protecting and respecting your privacy. References to “we”, “us” or “our” are references to C4FF.

This policy (together with our Terms and Conditions [http://www.mariems.com/doc/MariEMS\\_Terms\\_And\\_Conditions.pdf](http://www.mariems.com/doc/MariEMS_Terms_And_Conditions.pdf)) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.mariems.com](http://www.mariems.com) you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the **Act**), the data controller is C4FF, company number 03162200, of 4 Highgrove, Westwood Heath, Coventry, CV4 8JJ. This policy shall be governed by the law of England and Wales.

### **INFORMATION WE MAY COLLECT FROM YOU**

- **Personal Information**

If you register for a test, have an online account, or request one of our other services, we may collect the following Personal Information: full name, home address, email address, telephone number, Social Security number, passport number, and your answers to other similar background information questions, the test you are registering for, test date, payment information and how you specifically use our Website. Depending on how you use the Website, your test results may also be accessed through the Website.

- **Non-Personal Information**

When you visit any page on our Website, we use a program that monitors and evaluates the Website's traffic. It automatically records every visitor's host, domain name, pages visited, length of user session, browser type and/or IP address. This information does not contain Personal Information. We use this information to find out how many people visit the Website to determine the areas of greatest interest on our Website, and to make improvements to the Website.

When you visit and interact with our Website, we along with the third parties with whom we has contracted to provide services to us, may collect non-personal information (for example, a catalog of the site pages you visit, or your IP address).

### **COOKIES**

Generally, as an enterprise, our systems do not support "Do Not Track" capabilities.

As with many other sites, our Website may use "cookies" or other technologies to help us deliver content specific to your interests, to process your reservations or requests, and/or to analyze your visiting patterns. We may collect the following types of information about your visit including: the domain from which you access the Internet; IP address; operating system and information about the device or browser used when visiting the site; date and time of your visit; content you visited or downloaded; and website (such as google.com or bing.com) and website referral source (email notice or social media site) that connected you to the website.

There are two types of cookies: single-session (temporary) and multi-session (persistent). Temporary cookies last only as long as your Web browser is open, and are used for technical purposes such as enabling better navigation through our site. Once you close your browser, the cookie disappears. Persistent cookies are stored on your computer for longer periods and are used for purposes including tracking the number of unique visitors to our site and information such as the number of views a page gets, how much time a user spends on a page, and other pertinent web statistics.

Cookies, by themselves, will not be used by us to disclose your individual identity. This information identifies your browser, but not you, to our servers when you visit the Website. If you want to disable the use of cookies or remove them at any time from your computer, you can disable or delete them using your browser (consult your browser's "Help" menu to learn how to delete cookies); however, you must enable cookies to access certain information on our Website. Note that in limited instances, such as when you register for a test or create an online account, cookies may contain and be associated with the Personal Information we collect.

We may also collect data by using "pixel tags," "web beacons," "clear GIFs" or similar means (collectively, "pixel tags") that allow us to know when you visit our Website. Through pixel tags, we obtain non-personal information or aggregate information (i.e., your IP address, the areas of the Website you visit, your operating system, your browser version and the URL you came from) which can be used to enhance your online experience and understand traffic patterns.

#### **USES MADE OF THE INFORMATION**

We may use information held about you to:

- process your orders and administer your account with us
- where applicable, verify and carry out financial transactions in relation to payments you make online
- provide you with order and billing information

- notify you about changes to our service
- improve our site to ensure that content from our site is presented in the most effective manner for you and for your computer
- administer our site and for internal operations
- keep our site safe and secure
- make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them
- offer you subscriptions to newsletters
- ask you to participate in brief surveys

#### **DISCLOSURE OF YOUR INFORMATION**

We are committed to protecting your personal information. We will not disclose your personally identifiable information to third parties without your consent except where:

- We are required by law to disclose information to third parties; or
- The service is necessary for the performance of our operations such as mail delivery, hosting services, protecting us from fraud, and payment of your account.

In the event that we undergo re-organisation or are sold to a third party, you agree that any personal information we hold about you may be transferred to that re-organised entity or third party.

#### **CHOICE TO OPT OUT AND ACCESS TO YOUR INFORMATION**

When you register for a test online or create an account, you will have the ability to opt out of receiving certain communications from us, including voicemail or email. If you do not opt out at registration, but later decide that you would prefer not to receive email communications from us, please contact that particular testing program through [www.mariems.com](http://www.mariems.com). Remember, however, that we may still send email or call you in order to provide a product or service that you request.

Except as otherwise specified in an Other Agreement, you can also access your Personal Information to update or correct factual errors in your Personal Information by sending us an email at [info@c4ff.co.uk](mailto:info@c4ff.co.uk). To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

## **WHERE WE STORE YOUR PERSONAL DATA**

The data that we collect from you may be transferred to, processed and stored at, a destination outside the European Economic Area ("EEA"). This is necessary in order to process the information and fulfil your subscription. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

## **THIRD PARTY LINKS**

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

## **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

## **GOVERNING LAW AND JURISDICTION**

Any dispute or claim arising out of or in connection with these Terms and Conditions will be governed by English law. You and we both agree to that the courts of England and Wales will have exclusive jurisdiction.

EFFECTIVE DATE: 01-01/2016