

## AMA Research - Privacy Policy

### 1. Introduction

This policy covers AMA Research use of personal information collected by us when you visit our [website](http://www.amaresearch.co.uk) at [www.amaresearch.co.uk](http://www.amaresearch.co.uk) and our [customer portal](http://www.amaresearch-interactive.co.uk) at [www.amaresearch-interactive.co.uk](http://www.amaresearch-interactive.co.uk).

We do not sell or exchange confidential customer information with anyone else, and we share relevant information only with those parties entrusted with the processing of our account and the fulfilment of your orders. We have established procedures to protect your privacy, and uphold them vigorously. These are:

- We will safeguard, according to strict standards of security and confidentiality, any information our visitors share with us.
- We will limit the collection and use of customer information to the minimum we require to deliver a superior service, which includes advising our customers and potential customers about our products, services and other opportunities, and to administer our business.
- We will permit only authorised employees, who are trained in the proper handling of customer information, to have access to that information. Employees who violate our privacy promise will be subject to our normal disciplinary process.
- We will not reveal customer information to any external organisation unless we have previously informed the customer in disclosures or agreement, have been authorised by the customer, or are required by law.
- We will always maintain control over the confidentiality of our customer information.
- We will not share externally any personally identifiable information for any purpose other than the administration of a customer's account, or as disclosed to the customer when the information is collected, or to which the customer consents.
- We will continuously assess ourselves to ensure that customer privacy is respected.

### 2. Information we collect from you

We ask for personal information;

- a) When you complete our enquiry form
- b) When you order products or services
- c) When you sign up to our newsletter
- d) When you register on our customer portal
- e) As an authorised user belonging to an organisation that has access to AMA Research's subscription service.

By providing the details requested, you enable AMA Research to provide you with the services you select. Information you may be asked to provide includes certain information about yourself such as your name, company name, postal address and email address, and in some cases, transaction details and debit or credit card information. Whenever you provide such personal information, we will treat that information in accordance with this policy. We may keep copies of any correspondence received via email or post.

We do not require you to register in order to view information on our website or to purchase our products, however, we collect certain information about your usage of our website as well as our customer portal via third parties.

Our [website](http://www.amaresearch.co.uk) tracks visits to our website using Google Analytics. Information collected includes, but is not limited to, traffic data including pages visited, operating system, browser usage, access times etc.

The [customer portal](http://www.amaresearch.co.uk) uses a proprietary analytics tool, and information collected includes, but is not limited to; reports viewed, links accessed, clipboard activity, and account and user details entered into the system. For more information, please see our Cookie Policy below.

### 3. Use of Cookies

#### What are cookies?

Cookies are small pieces of text that are stored to your computer or mobile device when you visit a website. On your further visits to that website, the information stored in the cookie is sent back to the website. This allows the website to recognise you and tailor its content to your needs.

#### Required Cookies

For the e-commerce solution on our [website](#), cookies help track what products you have added to the basket for purchase and allow you to efficiently complete your purchase of our services. When you close your browser, these cookies are deleted.

On the [customer portal](#), each authorised user is issued with a unique user name and password that must be entered each time the user logs on. AMA Research Interactive issues a session cookie only to record encrypted authentication information for the duration of a specific session. The session cookie does not include either the username or password of the authorised user. We do not use cookies to store other confidential user and session information, but instead implement more advanced security methods based on dynamic data and encoded session IDs.

#### Functionality Cookies

Cookies are used, on the [customer portal](#) only, to tailor your experience. For instance, cookies permit you to navigate around search results, view the results most relevant to you and to set language or website content preferences.

#### Performance Cookies

These cookies are used to securely identify you on our [customer portal](#) and to ensure that your usage complies with your license to use our paid subscription services. When you access AMA Research Interactive, we track what information individuals access in order to enable reporting on the amount and type of information that users access. We might also use this information to highlight reports that we think will be of interest to you based on your usage of the site. This affects customers only when logged into their account, and no opt-out is available.

We use Google analytics to analyse how you use our [website](#) and to monitor website performance, which allows us to provide a higher quality experience. To view their privacy policy, or to opt out, go to: [www.google.com/intl/en\\_uk/analytics/tos.html](http://www.google.com/intl/en_uk/analytics/tos.html). For example, we might use performance cookies to keep track of which pages are most popular to determine which method of linking between pages is most effective. Browsing data collected on our website is anonymised before any reporting is done, and we cannot track back to you the pages that you visit.

We currently do not track social media visits.

#### Behaviourally Targeted Advertising Cookies

We do not display targeted third party advertising on our website or customer portal.

#### Cookie Consent

By continuing to use AMA Research's websites, you agree to our use of cookies. Many web browsers allow fine grained control of which sites to accept or deny cookie setting from. You could use these settings to limit or delete cookies on AMA Research's sites completely. Please note that should you choose to decline cookies, you may be unable to access particular parts of our website and it may restrict your ability to complete purchases.

You can find up-to-date information clearly explaining how to control, opt out or delete cookies on your computer at [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org). To control or delete cookies on your mobile phone, please refer to your handset manufacturer's help manual.

### 4. Usage of Personal Information

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. In addition, we may use the information for the following purposes:

- To provide you with information requested from us, relating to our products or services.
- To keep you informed, via newsletters or special offers, of other AMA Research products or services that we feel may be of interest to you.
- To notify you about any changes to our website or customer portal, such as improvements or service/product changes, that may affect our service.
- To notify you of new reports added to your account.
- To personalise your experience.

If you are a previous or existing customer, we may contact you with information about products and services similar to those which were the subject of a previous sale to you. We may also use your details to contact you for your views on our services. You may opt out of these messages at any time by emailing [sales@amaresearch.co.uk](mailto:sales@amaresearch.co.uk) or using the opt-out tool at the bottom of our email communications.

AMA Research records all incoming and outgoing calls for quality and training purposes. We reserve the right to store and listen to these telephone recordings.

When using your personal information AMA Research will act in accordance with current legislation, The Data Protection Act 1998 and aim to meet current Internet best practice.

### **Third Party Use of Your Information**

When you buy something from us, your information is stored on our system in order to complete the buying process. We record information about your purchases so that we and you can keep track of what you've ordered directly on our website, and in case we need to contact you about your questions and/or your orders. We do not, however, store your card details. Your payment details must be shared with an outside party in order to verify your payment card information and process the payment.

Because our service provider(s) may be based overseas, your personal information may be transferred to, and stored at, a destination outside the European Economic Area (EEA). It may also be processed by staff operating outside the EEA. By submitting your personal information, you agree to this transfer, storing and/or processing. We protect all customer data against unauthorised access and take all steps reasonably necessary to ensure our service providers do likewise. We and they use secure technology, privacy protection controls and restrictions on employee access to safeguard your personal information.

We may also disclose your personal and non-personal information to third parties in cases where we are legally required to do so, or in order to assist fraud protection and minimise credit risk.

### **Access to Your Information and Opting Out**

You have a right to access the personal information held about you or to obtain a copy of it. Except in limited circumstances, we will provide you with access to the personal information it holds about you on request. You may also ask us to make any necessary changes to ensure that it is accurate and kept up to date. To obtain a copy of the personal information we hold about you, please contact us via email.

If you no longer wish to receive updates, newsletters or promotional offers from us, you may opt-out of receiving these communications by either following the directions in the email, or by sending an email with the word "UNSUBSCRIBE" in the subject line to [sales@amaresearch.co.uk](mailto:sales@amaresearch.co.uk).

## **5. Security**

We will take all reasonable steps to make sure that your data is treated securely and in agreement with this Privacy Policy. This includes protecting your information from access by unauthorised persons and against unlawful processing, disclosure, accidental loss, destruction or damage. The information you provide is stored on secure servers, and details relating to any transactions you make will be encrypted to ensure its safety.

The information you submit to our website is sent to any third party service providers through a 'secure session' established with SSL. This technology encrypts your account information before it is sent, making it virtually impossible for anyone other than AMA Research to read it. We also offer the option to order over the phone to further minimise the risk of disclosure.

However, unfortunately transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically. Although we will do our best to protect your personal data, any transmission of such data is therefore at your own risk. Where we have given you (or where you have chosen) a password so that you can access certain parts of our site, you are responsible for keeping this password confidential.

## **6. Updates to the Privacy Policy**

Our privacy policy may change from time to time without notice, but the binding version of this privacy policy will always be the one posted on AMA Research's website. Please check this statement regularly for any updates or changes.

## **7. Contact Information**

**AMA Research Ltd**  
Montpellier House  
Montpellier Drive  
Cheltenham  
GL50 1TY  
United Kingdom

Should you wish to speak to anyone at AMA Research Ltd about this privacy policy, please contact us at the following email address [sales@amaresearch.co.uk](mailto:sales@amaresearch.co.uk) or telephone us at **01242 235724**.

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