

PRIVACY POLICY



The ITIL® Accredited Training Organisation logo is a trademark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved. The Swirl logo™ is a trade mark of AXELOS Limited, used under permission of AXELOS limited. All rights reserved.



Contents

1. Introduction	3
2. Consent	3
3. What Information?.....	4
4. How Do We (ITSM Assist) Collect Such Information?.....	5
5. Why Do We (ITSM Assist) Collect Such Information?.....	5
6. Where Do We (ITSM Assist) Store Your Information?.....	6
7. Sharing Personal Information with Third Parties.....	6
8. Law Enforcement, Legal Requirements and Duties.....	7
9. Use of Cookies and Other Tracking Technologies.....	7
10. Messages.....	8
11. Accessing Your (the Purchaser, User or Visitor)	8
12. Data Retention	8
13. Security.....	9
14. Public Forums.....	9
15. Privacy Policy Updates.....	9
16. Contacting Us	9

Privacy Policy

1. Introduction

We (ITSM Assist) respect the Privacy of Purchasers, Users and Visitors and are fully committed to protecting their personal information and to ensure proper use. This policy describes how we may collect and use personal information, and the rights and choices available to us regarding such information. This policy describes our privacy practices; what information we collect about you (the Purchaser, User and Visitor), how we collect it, what we do with it, how we protect it, and the rights regarding such information.

We recommend that you read this Policy to ensure that you fully understand and agree with the contents before any use or access of our website and/or Goods or Products. If you do not fully understand or you do not agree with the contents of this Policy, it is important that you leave our website and use of Goods or Products and avoid or discontinue all use of Goods or Products. You can contact us should you require further information or clarification at: admin@itsmassist.co.uk

2. Consent

Our (ITSM Assist) Privacy Policy describes how information may be collected and used pertaining to each Purchaser, User and Visitor, in connection with accessing and using our website and/or Goods or Products. This Privacy Policy constitutes a binding and enforceable legal Contract between ITSM Assist and its Purchasers, Users and Visitors - so please read it carefully. You (the Purchaser, User or Visitor) may visit our website and/or use Goods or Products accordingly only if you fully agree to this Privacy Policy - and by accessing and/or using any of the Goods or Products, you signify and affirm your informed consent to this Privacy Policy, including to the collection and processing of your Personal Information as defined and explained below.

Please note: you are not obligated by law to provide ITSM Assist with any information. You hereby acknowledge, warrant and agree that any information you do provide to ITSM Assist is provided of your own free will and consent, for the purposes and uses described herein.

3. What Information?

3.1 What Information do we (ITSM Assist) and/or our Direct Suppliers Collect?

There are two types of information regarding you (the Purchaser, User or Visitor) we collect; **Non-personal Information** (which is non-identifying) and **Personal Information** (which could be used to uniquely identify an individual).

3.11 **Non-identifying** information pertaining you may be made available to us or collected automatically via your use of our website and Goods Products. Such information is non-personal and does not enable us to identify you. Non-personal Information collected by us mainly consists of technical and aggregated usage information, such as your browsing and ‘click-stream’ activity on the Goods or Products session and scrolls. Non-identifying information regarding your device, operating system, internet browser, screen resolution, language and keyboard settings, internet service provider, referring/exit pages, date/time stamps, etc.

3.12 **Individually identifiable information**, namely information that identifies an individual or may with reasonable efforts cause the identification of an individual or may be of private or sensitive nature (“Personal Information”). The Personal Information collected by us mainly consists of contact details (e.g., e-mail address or phone number), billing details (name, physical billing address, payment method and transaction details), details regarding a browsing or usage session (IP address, Geo-location and/or device unique identifier), details connected to Direct Supplier accounts (such as e-mail or username for a connected account to access Goods or Products, PayPal, Google or Facebook etc.), scanned identification documents provided to us (such as an ID card, driver’s license, passport or official company registration documents), correspondences (including those made through or uploaded to Goods or Products), and any other Personal Information provided to us by your access to and/or use of Goods or Products. For the avoidance of doubt, any Non-personal Information that is connected or linked to Personal Information (for example to improve Goods or Products) is deemed and treated by us as Personal Information if such connection or linkage exists.

3.2 You (the Purchaser, User and Visitor Information)

Direct Suppliers will collect similar information (Non-personal Information and Personal Information) pertaining you. These Direct Suppliers are ‘data processors’ and NOT ‘controllers’. Such information may relate to examination institutes who require your ID and email address, etc., to process and mark exams and associated Portal Accounts to enable the issuing of certificates, etc. Or where your email address and other contact information is stored on our (ITSM Assist) website database however hosted by an approved Direct Supplier, or emails and passwords to create Portal Accounts so that you can access/use Goods or Products.

4. How Do We (ITSM Assist) Collect Such Information?

There are two main methods we use:

- 4.1 We collect information through your (the Purchaser, User or Visitor) access and use of Goods or Products; for example, when we provide you with access to Goods or Products we manage the agreed Access Period allocated to Goods or Products, or when you access our website. In other words, when you are visiting our website including when you browse our website, register a Portal Account, edit your Portal Account and upload information and content, and/or download content we are aware of it any may gather, collect and record such uses, sessions and related information, either independently or with the help of a Direct Supplier including through the use of cookies and other tracking technologies.
- 4.2 We collect information which you provide us voluntarily. For example, we collect Personal Information you provide us when you register to access/use Goods or Products; when you sign in to our Goods or Products via our Direct Suppliers (e.g. User Portal Accounts) or other third-party services such as Facebook or Google; when you make purchases with us; when you submit or upload such Personal Information as you access/use Goods or Products and/or when you contact us directly.

5. Why Do We (ITSM Assist) Collect Such Information?

We collect such Non-personal and Personal Information for the following purposes:

- To provide and operate Goods or Products
- To further develop, customise and improve our Goods or Products, based on Purchaser, User and Visitor common or personal preferences, experiences and difficulties
- To provide Purchasers and Users with ongoing customer assistance and technical support
- To be able to contact our Purchasers, Users and Visitors with general or personalised service-related notices and promotional messages
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our Direct Suppliers may use to provide and improve our respective services
- To enhance our data security and fraud prevention capabilities
- To comply with any applicable laws and regulations.

6. Where Do We (ITSM Assist) Store Your Information?

- 6.1 Your (the Purchaser, User and Visitor) Personal Information may be maintained, processed and stored by us and our Direct Suppliers for the proper delivery of Goods or Products and/or as may be required by law by the way of providing adequate levels of protection for personal information. We are based in the United Kingdom (UK) with our Direct Suppliers based in both the UK and United States of America (USA).
- 6.2 If you (the Purchaser, User or Visitor) have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact us at: admin@itsmassist.com Upon request we will provide you with information about whether we hold any of your personal information. You may access, correct, or request deletion of your personal information by contacting us at admin@itsmassist.com
- 6.3 Data Localisation Obligations: If you (the Purchaser or User) reside in a jurisdiction that imposes “data localisation” or “data residency” obligations (i.e., requiring that Personal Information of its residents be kept within the territorial boundaries of such jurisdiction), and we become aware of that, we may maintain your Personal Information within such territorial boundaries (with a local data storage provider), if we are legally obligated to do so. You do however, acknowledge and agree that while doing so, we may continue to collect, store and use your Personal Information elsewhere, including in the UK and USA as explained above.
- 6.4 We may store and process Personal Information subject to this policy in the UK and USA or other jurisdictions, whether by ourselves or with the help of our Direct Suppliers. Our data storage providers are committed to protect and secure your data.

7. Sharing Personal Information with Third Parties

With the exception of Direct Suppliers, we (ITSM Assist) will NOT share your (the Purchaser, User and Visitor) Personal Information with third parties (or otherwise allow them access to it) without your prior consent.

8. Law Enforcement, Legal Requirements and Duties

- 8.1 We (ITSM Assist) may disclose or otherwise allow others access to your (the Purchaser, User or Visitor) Personal Information pursuant to a legal request, such as legal proceedings, a search warrant or court order, or in compliance with applicable laws, if we have a good faith belief that the law requires us to do so, with or without notice to you.
- 8.2 **Protecting Rights and Safety:** We (ITSM Assist) may share your (the Purchaser, User or Visitor) Personal Information with others if we believe in good faith that this will help protect the rights, property or personal safety of ITSM Assist and any of our Purchasers, Users and Visitors or any member of the public, with or without notice to you.
- 8.3 **Social Media Features and Framed Pages:** We (ITSM Assist) include within our website certain Social Media features and widgets, such as the “Facebook Connect” or “Google Sign-in” features, “Facebook Like” button, the “Share this” button or other interactive mini-programs (“Social Media Features”). These Social Media Features may collect information such as your IP address or which page you are visiting on our website and may set a cookie to enable them to function properly. Your interactions with these third parties are governed by their policies and not ours.

9. Use of Cookies and Other Tracking Technologies

- 9.1 We (ITSM Assist) together with its marketing, analytics and Direct Suppliers, use certain monitoring and tracking technologies (such as cookies, beacons, pixels, tags and scripts). These technologies are used in order to maintain, provide and improve our Goods or Products on an ongoing basis, and in order to provide you (the Purchaser, User and Visitor) with a better experience. For example, thanks to these technologies, we are able to maintain and keep track of your preferences and authenticated sessions, to better secure our Goods or Products, to identify technical issues, user trends and effectiveness of campaigns, and to monitor and improve the overall performance of our Goods or Products. Please note that Third Party Services placing cookies or utilizing other tracking technologies through our Goods Products may have their own policies regarding how they collect and store information. Such practices are not covered by our Privacy Policy and we do not have any control over them.
- 9.2 **Cookies:** In order for some of these technologies to work properly, a small data file (“cookie”) must be downloaded and stored on your device. By default, we use several persistent cookies for purposes of session and user authentication, security, keeping the User’s preferences (e.g., regarding default language and settings), connection stability (e.g., for uploading media, using e-Commerce features, etc.), monitoring performance of our services and marketing campaigns, and generally providing and improving our Services.
- 9.3 **Deleting or blocking** any cookies, please refer to the help and support area on your internet browser for instructions on how to locate the file or directory that stores cookies. Information on deleting or controlling cookies is also available at www.aboutcookie.org (note that this website is not provided by ITSM Assist, and we therefore cannot ensure its accuracy, completeness or availability). Please note that

deleting our cookies or disabling future cookies or tracking technologies may prevent you from accessing certain areas or features of our Goods/Products or may otherwise adversely affect your user experience.

10. Messages

- 10.1 **Promotional Messages:** by subscribing to our (ITSM Assist) Goods or Products (including to any of our newsletters, blogs, social media accounts or public events) and providing ITSM Assist with your e-mail address or any other contact information (such as your phone number or social media handle), you expressly agree to receive promotional content and messages from ITSM Assist accordingly. You can easily opt-out of receiving promotional messages by contacting us at: admin@itsmassist.com and requesting to be removed from such activities.
- 10.2 **Service and Billing Messages:** we (ITSM Assist) may also contact you with important information regarding our Goods or Products, or your use thereof. For example, we may send you a notice (through any of the means available to us) if certain Goods or Products is temporarily suspended for maintenance; reply to your support ticket or e-mail; send you reminders or warnings regarding upcoming or late payments or upcoming Access Time/subscription expiries; or notify you of material changes to our Goods or Products. You (the Purchaser) will not be able to opt-out of receiving such Service and Billing Messages.

11. Accessing Your (the Purchaser, User or Visitor)

If you wish to access and/or request us to make corrections to the Personal Information that you have stored with us or wish to request a list of what Personal Information (if any) pertaining to you we disclosed to approved Direct Suppliers, or to deactivate your account feel free to send us an e-mail to: admin@itsmassist.com or by post to ITSM Assist Limited (c/o Finnies Chartered Accountants) 4-6 Swaby's Yard, Walkergate, BEVERLEY. East Yorkshire. HU17 9BZ United Kingdom and we will respond within a reasonable timeframe and in accordance with any applicable law.

Note that you may also correct, update or remove certain parts of such Personal Information by yourself through your User Portal Account

12. Data Retention

We may retain your Personal Information for as long as your Account is active or as otherwise needed to provide you with Goods or Products We may continue to retain such Personal Information even after you deactivate your User Account and/or cease to use any Goods or Products, as reasonably necessary to comply with our legal obligations, to resolve disputes, prevent fraud and abuse, enforce our agreements and/or protect our legitimate interests. We may keep your information for as long as your account is active, and longer as needed (for example, if we are legally obligated to keep it further, or need it to protect our interests).

13. Security

We (ITSM Assist) in conjunction with our Direct Suppliers have implemented security measures designed to protect the Personal Information you share with us, including physical, electronic and procedural measures. Among other things, we offer HTTPS secure access to most areas on our Goods or Products the transmission of sensitive payment information (such as a credit card number) through our designated purchase forms is protected by an industry standard SSL/TLS encrypted connection. We also regularly monitor our systems for possible vulnerabilities and attacks, and regularly seek new ways for further enhancing the security of our Goods or Products and protection of our Purchasers', Users' and Visitors' privacy.

However – regardless of the measures and efforts taken by ITSM Assist, we cannot and do not guarantee the absolute protection and security of your Personal Information you upload, publish or otherwise share with us or anyone else. We therefore encourage you (the Purchaser, User and Visitor) to set strong passwords for your Portal Accounts and avoid providing us with any sensitive information which you believe its disclosure could cause you substantial or irreparable harm.

14. Public Forums

In the event our (ITSM Assist) Goods or Products including website features offer publicly accessible blogs, communities and support forums, be aware that any information you (the Purchaser, User or Visitor) provide in any such areas may be read, collected, and used by others who access them. In such events and if you subsequently wish your Personal Information from our blogs, communities or forums to be removed feel free to contact us at admin@itsmassist.com In some cases, we may not be able to remove your Personal Information from such areas. For example, if you use a third-party application to post a comment (e.g., the Facebook social plugin application) while logged in to your related profile with such third party, you will need to login into such application or contact its provider if you want to have the Personal Information you posted through it removed. In any event, we recommend that you do not post any information (or use any posting means to post information) you would not want to be made public on these areas.

15. Privacy Policy Updates

We (ITSM Assist) may update this Privacy Policy to reflect changes to our information collection, usage and storage practices. If we make any changes that we deem as “material” (in our sole good faith discretion), we will notify you (the Purchaser or User) accordingly.

16. Contacting Us

If you (the Purchaser, User or Visitor) have any questions about this Privacy Policy, please contact us at admin@itsmassist.com You may also contact us by post: ITSM Assist Limited (c/o Finnies Chartered Accountants, 4-6 Swaby's Yard, Walkergate, Beverley, East Riding of Yorkshire. United HU17 9BZ England. Our (ITSM Assist) Company Registration: 07618216 registered in England and Wales