



My Business Number

This privacy notice is for this website www.mybusinessnumber.co.uk, and served by Iceyset Ltd T/A My Business Number and governs the privacy of its users who choose to use it.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. Furthermore the way this website processes, stores and protects user data and information will also be detailed within this policy.

This website and it's owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to all UK national laws and requirements for user privacy.

At My Business Number, we are committed to maintaining the trust and confidence of our visitors to our website. In particular we want you to know that My Business Number is not in the business of selling, renting or trading email lists with companies outside of our group.

In this privacy notice we've provided lots of detailed information on when or why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

What information do we collect?

In running and operating this website we may collect and process certain data and information relating to you and your use of this site. This data and information is detailed below:

- i. Details of visits to our website and the pages and resources that are accessed, including, but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use this website.
- ii. Information that visitors provide to us as a result of filling in forms on our website, such as when a visitor registers for information or makes a purchase.
- iii. Information provided to us when our visitors communicate with us electronically for any reason.



How Do We Use This Information ?

The information we collect is used for our own use in developing our website. In addition, we may use the information for the following purposes:

- i. To provide you with information relating to our website, products or our services that you request from us.
- ii. To provide you with information on other products that we feel may be of interest to you.
- iii. To meet our contractual obligations to you.
- iv. To notify you about any changes to our website, including improvements, and service or product changes that may affect our website.

Personal data shall be kept for no longer than is necessary for the purposes for which it is being processed. Our data controller carries out periodic reviews on time limits of when when data is erased.

Marketing

We would like to send you information about products and services of ours and other companies within our group which may be of interest to you. If you have consented to receive marketing, you may opt out at a later date.

You have the right at any time to stop us from contacting you for marketing purposes or giving your information to other members of our group.

Use of Cookies

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the



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website to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for website's to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through it's server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website onto their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and it's external serving vendors.

Google Analytics

This website uses tracking software to monitor it's visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

Other cookies may be stored to your computer's hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

Mailchimp

As part of the registration process for our monthly e-newsletter, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see [MailChimp's privacy notice](#). You can



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unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer

Hotjar

We use active third party software to analyze online behavior of website visitors. This gives us the “big picture” of how to improve our visitors website experience and performance. The analysis tool allows us to measure and observe user behavior.

By evaluating and analyzing feedback and behavioural patterns across our websites pages, through code, software and service, we can improve the functionality of our website and make them more user friendly, more valuable and simpler for you to use.

We ensure that by analysing your behavioural patterns and any other information as described in this policy, with us, you will be helping us to provide better experience and service.

We collect information in the following way;

- **Passive collection:** information which is automatically collected, without your knowledge, whilst navigating through and interacting with the content on our site and site pages, as well as information on your device or computer (such as cookies). The sole purpose of passively collecting your information is to improve your experience when using our sites and web services.

Through the Hotjar tracking code embedded on our website, the information collected includes:

- Device-specific data

The following information may be collected through your device and browser:

- your device's IP address (collected and stored in an anonymized format);
 - device screen size;
 - device type (unique device identifiers) and browser information;
 - geographic location (country only);
 - preferred language used to display the webpage.
- Log data

Our servers automatically record information which is created upon using Hotjar. Data includes:

- referring domain;



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- pages visited;
- geographic location (country only);
- preferred language used to display the webpage;
- date and time when website pages were accessed;

You can read Hotjar's privacy policy here <https://www.hotjar.com/legal/policies/privacy>

Other websites

Our website may contain links to other websites. This privacy policy only applies to this website so when you click a link to other websites you should read their own privacy policies.

Storing Personal Data

Data that is provided to us is stored on our secure servers. Details relating to any transactions entered on our website will be encrypted to ensure its safety. The transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically and transmission of such data is therefore entirely 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 website, you are responsible for keeping this password confidential.

Disclosing Information

Where applicable, we may disclose your personal information to any member of our group. This includes, where applicable, our subsidiaries, our holding company and its other subsidiaries (if any).

We may also disclose your personal information to third parties:

- i. Where we sell any or all of our business and/or our assets to a third party.
- ii. Where we are legally required to disclose your information.



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iii. To assist fraud reduction and minimise credit risks.

Access to your personal information and correction

Under GDPR, you have the right to access and amend any of your personal data that we hold. Simply email your request to our Data Protection Officer Mr Alan Thorpe-Downey at customerservices@numberpeople.co.uk

Changes to our Privacy Notice

We keep our privacy policy under regular review and will place any updates on this web page. This policy was last updated on 19th August 2019.