



JHC Sales and Marketing Privacy Notice

How JHC Systems Limited (“We”) collect your data

We collect basic personal data (name, telephone number, email address, company name, country, IP address, cookies, location data and browser type) when you use our website, download any brochure or request information from us via our online forms. The legal basis of collecting and processing this data is consent and/or legitimate interest.

If you do not provide your data or you withdraw your consent, We will not be able to provide you with the information you have requested or that you are expecting from us.

The sources from which We receive and/or collect your data

We may receive your data from the following sources:

- Visits our website
- Online forms from our website;
- Registered interest in or attendance at one of our events
- Business cards you have provided us with
- JHC social media groups you have joined and/or subscribed to

We collect your data from various sources:

- Public sources like your company website, publications, press releases, Companies House
- Research papers, magazines We subscribe to
- From third parties from whom we buy the data

Website analytics and cookies

To improve your experience on our site, we may use 'cookies'. Cookies are an industry standard and most major web sites use them. A cookie is a small text file that our site may place on your computer as a tool to remember your preferences. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

Our website may contain links to other websites. Please be aware that we are not responsible for the privacy practices of such other sites. When you go to other websites from here, we advise you to be aware and read their privacy policy.

Our website uses Google Analytics, a service which transmits website traffic data to Google servers in the United States. Google Analytics does not identify individual users or associate

your IP address with any other data held by Google. We use reports provided by Google Analytics to help us understand website traffic and webpage usage.

By changing the cookie preference you can consent to the processing of data about you by Google in the manner described in [Google's Privacy Policy - external](#) site and for the purposes set out above.

You can opt-out from using these analytical cookies by changing your preferences.

How We use your data

We use your data to personalise the information we send you, to optimise your experience of JHC communications and to provide you with information about our products and services. Personal data We hold about you will be processed by our staff in the United Kingdom and only carefully selected third parties will have access to your data. Please be aware, however, that your information may be stored on a cloud-based system whose servers are located outside of the European Union. For example, Google Analytics transfers your data to the USA.

We take all reasonable steps to ensure that your data is processed securely and in compliance with the relevant data protection regulation.

How We store your data

We will generally keep your data for as long as you expect us to provide you with information about our products and services. After that, your data will be destroyed if it is no longer required for the lawful purpose(s) for which it was obtained.

If you consent to receive marketing communications, any information we use for this purpose will be kept with us until you notify us that you no longer wish to receive this information.

Google Analytics will store your data for two years.

Who do We share your data with?

We do not sell your data to any third parties. We may share your data with our contracted email campaign providers, event organisers and digital service providers (i.e. Google).

Your Rights

When exercising any of the rights listed below, We may need to verify your identity for your security in order to process your request. In such cases your response will be necessary before you can exercise these rights

- The right to access information We hold on you
- The right to correct and update the information We hold on you
- The right to have your information erased
- The right to object to the processing of your data – We rely on legitimate interests as the legal ground for processing
- You have the right to request that We stop processing your data
- The right to data portability

Consent

We will only send you information that will be of legitimate interest to you. You can withdraw your consent anytime via the 'unsubscribe' option which is included in the emails we send you or you can contact us at marketing@jhc.financial.

Automated Decision Making

We perform automated decision making (including profiling) on you, but our documentation is currently under review.

Complaints

If you wish to raise a complaint about how we have handled your data, you can contact our Data Protection Officer who will investigate the matter. If you are not satisfied with our response or believe we are not processing your data in accordance with the law, you can complain to the [Information Commissioner's Office \(ICO\)](#).

Our contact details

JHC Systems Limited,
6th Floor, 1 Temple Point, Temple Row,
Birmingham.
B2 5LG

The contact details of Our Data Protection Officer is dataprotection@jhc.financial