



PERSONALIZED

We understand that your privacy is important. We are committed to protecting your privacy and personal information you provide or as you access and use materials on personalizedthebook.com. In addition, information that you submit to us in response to the Personalization Index survey will be treated in accordance with this Privacy Statement.

We may amend this Privacy Statement from time to time. To ensure you are able to remain informed about the information we collect and how we use it, material changes to our statement will be reflected here.

PERSONAL INFORMATION THAT WE COLLECT, AND HOW WE USE IT

What information do we collect?

We collect your personal information (including email address, name, title and industry) when you sign up for our newsletter and manage it via Mailerlite.

We run analytics on our site via Google Analytics and also use CookieBot to provide us with information on a number of areas, such as user identity, user viewing habits, whether or not users found what they were searching for, whether the Site content is relevant to user needs, and the like.

How do we use personal information?

- Communicate with you and manage your requests in relation to your account, subscriptions to our newsletter and providing you with your Personalization Index results
- Tailoring your experience at the Site with relevant materials
- Understanding the Site's user population, identifying subject areas of interest, and determining whether the Site is designed to work with the computer settings of a majority of our visitors
- Measuring and improving the effectiveness of our marketing programs across different channels

- Improving our web content and navigation
- Informing you about updates to the service and notifying you about other products and services offered by us that may be of interest to you, including information regarding publications and events and track email engagement activity for internal use only.
- On the basis of your consent where required. Insofar as you have granted us consent to the processing of personal information for specific purposes, the lawfulness of such processing is based on your consent. You may withdraw your consent at any time by hitting unsubscribe in any of our emails.
- For compliance with a legal obligations.

HOW WE MIGHT DISCLOSE YOUR PERSONAL INFORMATION

The third parties with whom we may need to disclose personal information to help us provide services and products to you and to run our Site include:

- BCG and other partners
- Our third-party service providers who process information on our behalf to help run some of our internal business operations including email distribution, IT services, the Site security and marketing and events services
- Law enforcement bodies in order to comply with any legal obligation or court order

RETENTION OF YOUR PERSONAL INFORMATION

We retain your personal information for so long as is necessary to fulfil the purpose for which it was collected.

MARKETING

If, at any time, you prefer not to receive further marketing communications from us in any or all forms you will have the ability to unsubscribe from such communications by means of a link provided in every e-mail that is sent to you by us.

COOKIES AND OTHER TRACKING TECHNOLOGIES

We may use cookies on this Site and in our communications with you to keep track of your visit to our Site and our communications with you. A “cookie” is a small amount of data sent from a web server to your browser and stored on your computer’s hard drive.

Other tracking technologies work similarly to cookies and place a small amount of data on your devices to monitor your website activity to allow us to collect information about how you use our Site and our services. With most internet browsers, you can erase cookies from your computer hard drive, block all cookies, or receive a warning before a cookie is stored on your computer. Please refer to your browser instructions or you can visit <https://www.aboutcookies.org/> which will give you more information. Once you have given your consent to use cookies, we shall store a cookie on your computer or device to remember this for next time. If you wish to withdraw consent at any time you will need to delete our cookies using your web browsers settings. Please be advised that certain sections or functionalities of the Site may be inaccessible to you if your browser does not accept cookies.

LINKS TO OTHER WEBSITES

This Site contains links to other websites not operated by us.

We are not responsible for the privacy practices or the content of other websites to which we link from the Site. We are not responsible for the protection and privacy of any information you provide whilst visiting other websites and sites not governed by our Privacy Statement. We cannot control the content or security of such websites. We cannot be held responsible for any loss or damage incurred by a user as a result of visiting such websites. No links are intended to be, nor should be construed as, an endorsement of any kind by us of that other website.

COMPLIANCE WITH LAW

We may be compelled to surrender personal information to legal authorities if presented with a court subpoena or similar legal or administrative order, or as required or permitted by the laws, rules and regulations of any nation, state, or other applicable jurisdiction. Also, in the event of a violation of the terms and conditions of use of the Site or a violation of any restrictions on use of materials provided in or through the Site, we may disclose personal information to our affected business partners or legal authorities.