

What categories of data do we collect	How do we collect it	What do we use it for	Who processes your data for us
<p>Personal information (A)</p> <ul style="list-style-type: none"> <li>• Name,</li> </ul> <p>Professional or employment relation information (I)</p> <ul style="list-style-type: none"> <li>• email address,</li> <li>• company,</li> <li>• job title,</li> <li>• business phone number</li> </ul>	<p>Directly from you</p> <ul style="list-style-type: none"> <li>• on this website</li> <li>• at conferences or trade events</li> <li>• when you register for a webinar that we host</li> <li>• when you contact us</li> </ul> <p>From Data Brokers that we purchase information from.</p> <p>From third parties such as LinkedIn</p>	<p>For the provision of requested reports and information.</p> <p>To market our products and services and inform you of new features, events, promotions and changes to our terms and conditions</p> <p>To generate sales leads</p>	<p>Our suppliers</p> <ul style="list-style-type: none"> <li>• BAO Inc undertake telemarketing on our behalf</li> </ul> <p>Your data is hosted for us by:</p> <ul style="list-style-type: none"> <li>• Marketo – our marketing automation software suppliers to enable email campaigns.</li> <li>• Salesforce – our Customer Relationship Management system</li> </ul>
<p>Internet or other electronic network activity information (E) such as</p> <ul style="list-style-type: none"> <li>• IP Address</li> <li>• Access times</li> <li>• Pages viewed</li> <li>• Links you click on</li> <li>• Search terms used</li> <li>• Actions you take in connection with the visited pages</li> <li>• Location (not precise)</li> <li>• Browser Type</li> <li>• Language</li> <li>• url of the website that referred you</li> </ul>	<p>Automatically through your use of the website.</p> <p>This data is collected using cookies and similar tracking technology. (You have the option to refuse these on our opt out preference centre).</p>	<p>To measure the activity on our website to help us to:</p> <ul style="list-style-type: none"> <li>• Improve usability and user experience</li> <li>• Carry out market research</li> <li>• Present you with cross context behavioural advertising about our products.</li> <li>• Prevent fraud and protect the security and integrity of our website, our business and our products and services</li> </ul>	<p>Our suppliers</p> <ul style="list-style-type: none"> <li>• Google to analyse web traffic to our site</li> <li>• Microsoft Clarity to understand how our website is used</li> <li>• Stack Adapt to facilitate our advertising on other websites.</li> <li>• Traffic Guard to protect our website.</li> <li>• LinkedIn to promote our advertisement.</li> </ul>

<ul style="list-style-type: none"><li>• the url you go to from an external link on our pages</li><li>• documents downloaded</li><li>• Geo location data (G)</li><li>• Inferences (K)</li></ul>			
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