

Privacy and Cookies Policy

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AERMID respects the privacy of its potential and established clients and / or users of its digital presence. This privacy statement explains the data processing practices of AERMID and will be reviewed on a regular basis by the Board of Directors or if our actual usage of personal data changes..

INTRODUCTION AND GENERAL TERMS

In this policy "We", "Us" and "Our" means AERMID LIMITED and registered in Northern Ireland with company number NI675939 and whose registered office is at 42 Cushendall Road Ballycastle BT54 6QR.

We operate a website and are active on social media platforms, see below for a full list.

This policy applies to our use of any personal information we collect from you via any of our online services.

It also relates to Our use of any personal information which We obtain from you by reciprocal digital contact, phone, email, in letters and other correspondence or in person.

ONLINE PRESENCE

aermid.co.uk
linkedin.com/aermid
instagram.com/aermidconsults
twitter.com/aermidconsults
facebook.com/company/aermidconsults

OUR COMMITMENT TO YOUR PRIVACY

AERMID takes our and your privacy very seriously and We are committed to protecting your personal information. This Privacy and Cookies Policy explains how We collect and use the information you provide to us. Please read this policy carefully. If you have any questions, please contact matt@aermid.co.uk.

We will manage and treat your personal data with the respect that we expect others to show Our personal data. We will collect, store and manage personal data in an unbiased and secure way. We will only use your data for purposes that We have informed you about. We will always be transparent about the personal data We collect and how We use it.

We will ensure that all personal information supplied is held securely and in accordance with all applicable Data Protection legislation.

WHO ARE WE?

AERMID is a start-up consultancy interested in rebalancing the interface of work and life at a time when working from home has become a new norm in the context of the Covid19 global pandemic. We believe that this moment is an opportunity to revolutionise the workplace and ensure that work fits well into the other commitments that are important to you as a person. We believe that there is now an opportunity for businesses to adapt to new employee engagement practices and work patterns that contribute to the mutual benefit of your staff and achieving the purpose of your business.



Privacy and Cookies Policy (cont'd)

WHAT INFORMATION WILL WE COLLECT FROM YOU?

The personal information that We collect from you will vary depending on the context of your interactions with us and the service and/or product that we are providing to you. It may include, but is not limited to, the following information about you:

- name;
- demographic data such as your date of birth, gender, educational background; job title; income; professional memberships; country;
- contact data such as email address; home and/or work postal address, postcode; phone number; social media handles/profile
- payment data such as payment instruments (e.g., credit card numbers) and the associated security code or other financial details (where you make a payment to Us);
- information from queries and/or complaints registered with Us;
- information about the way you use Our Website, so that We can improve the effectiveness of Our business (see our Cookies Policy for more information);
- any other information which may be collected in the course of Our interactions with you.

Please note that sometimes we will require you to provide additional personal information, and sometime sensitive personal information, if this is necessary to provide you with a service or product.

HOW DO WE COLLECT INFORMATION ABOUT YOU?

We collect information about you when you:

- request a product or services;
- participate in research or other services;
- contact or correspond with Us;
- provide Us with your personal information from your usage of Our digital footprint and any other information you post on Our website, social media, e-mail or otherwise send to Us; and
- otherwise provide Us with information in the course of Our interactions with you.

HOW DO WE USE THIS INFORMATION?

We use your personal information:

- to enable Us to supply you with the products and services and information which you have requested;
- to analyse the information We collect so that We can administer, support and improve and develop the products and services We offer;
- to predict what you might be interested in;
- To request your further participation in research and or product development;
- to provide you with access to certain parts of Our website or digital footprint;
- for all other purposes consistent with the proper performance of Our operations and consultancy business; and
- to contact you for your views on Our products and services.

We may also email you about research, products or services that We think you might be interested in. If you do not want us to send you updates like this or you wish to have your personal data removed from our systems, please contact us at AERMID 42 Cushendall Road Ballycastle BT54 6QR or by email at matt@aermid.co.uk.



Privacy and Cookies Policy (cont'd)

WHAT IS THE LEGAL BASIS WE USE FOR PROCESSING YOUR INFORMATION?

The GDPR requires Us to rely on one or more lawful basis to use your personal information. We consider the items listed below to be relevant:

- Where you have provided your consent for us to use your personal information in a certain way (for example, we will ask for your consent to send you marketing material or research outcomes by email, and we may ask for your explicit consent to collect special categories of your personal information).
- Where necessary so that we can comply with a legal obligation to which we are subject.
- Where necessary for the performance of a contract to which you are a party or to take steps at your request prior to entering a contract (for example, to fulfil a product or services which you have purchased or sought to avail of).
- Where there is a legitimate interest in us doing so if it is reasonably necessary to achieve our or others' legitimate interests (as long as that processing is fair, balanced and does not unduly impact your rights).

"Legitimate Interests" means Our interests in conducting and managing our business in line with the highest professional standards. It can also apply to processing that is in your interests as well. For example, we may process your information to protect you against fraud when transacting financially with us, and to ensure our websites and systems are secure or

When we process your personal information for Our legitimate interests, we make sure to consider and balance any potential impact on you (both positive and negative), and your rights under data protection legislation. Our legitimate interests do not automatically override your interests - we will not use your personal information for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

If you have any concerns about Our processing, you have the right to object to processing that is based on our legitimate interests. For more information on your rights, please see the "What are your rights" section below.

WILL WE EVER SHARE YOUR INFORMATION?

We may use selected agents to process your information on Our behalf, such as software providers to host Our website. Such third parties will be authorised to see and use your information but only to fulfil their contractual obligations to Us and will not be permitted to use it for any other purpose. We retain full responsibility for how your personal information may be used by such agents.

In exceptional circumstances We may share your information when We are legally required to do so.

We will never share your information for the purpose of generating income for ourselves but only in order to deliver products or services that you have expressed an interest in or purchased. For example, adding your details to a web-based mailing list or to deliver reporting that you have requested. If at any time you would prefer not to receive further content from Us, please contact Us with your instructions concerning your personal data at AERMID 42 Cushendall Road Ballycastle BT54 6QR or by email at matt@aermid.co.uk.

HOW DO WE PROTECT YOUR PERSONAL DATA?

We place great importance on the security of your personal information and We always try to take appropriate precautions to protect it. We use a variety of security technologies and procedures to help Us protect your personal data from unauthorised access, use or disclosure. For example we use two factor authentication, secure passwords or when we transmit highly confidential data (such as a credit card number or password) over the Internet, we protect it through the use of encryption.

Despite all of Our precautions however, no data transmission over the internet can be guaranteed to be 100% secure. So,



Privacy and Cookies Policy (cont'd)

whilst We strive to protect your personal information, We cannot guarantee the security of any information which you send to Us and you must understand that you do so at your own risk.

HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION FOR?

The length of time We hold your personal information varies depending upon the type of information and its use. We will hold your personal information on Our systems only for as long as necessary to provide the services and/or products that you have requested. When you participate in research processes, the retention of any personal information provided by you will be only for as long as is appropriate and as stated elsewhere at anytime you can instruct us to delete your personal information at any time. If you have any questions about Our retention policy please email matt@aermid.co.uk.

WHERE DO WE PROCESS AND STORE YOUR INFORMATION?

We generally store and process your information within the European Economic Area (EEA).

WHAT ARE YOUR RIGHTS?

You have specific rights connected to provision of your personal information to Us. These include your rights to request that We:

- confirm to you what personal information we may hold about you, if any, and for what purposes
- change the consent which you have provided to Us in relation to your personal information
- correct any inaccurate or incomplete personal information which we may hold about you
- provide you with a complete copy of your personal data for you to move elsewhere
- provide you with a complete copy of your personal information for you to move elsewhere where you have provided this information by consent or by a contract with Us
- stop the processing of your personal information, whilst an objection from you is being resolved
- permanently erase all your personal information promptly, and confirm to you that this has been done (there may be reasons why we may be unable to do this)
- stop the processing of your personal information for the purpose of direct marketing

We will enact your rights without delay when you provide Us instruction by contacting Us at AERMID 42 Cushendall Road Ballycastle BT54 6QR or by email at matt@aermid.co.uk.

You also have the right to

- withdraw consent that you have provided to us to process your personal information, at any time
- object to profiling or to any decisions being taken by Us by automated means

If you have a concern about the way we are collecting or using your personal data, if We do not address your request, or fail to provide you with a valid reason why we have been unable to do so, you have the right to contact the Information Commissioner's Office to make a complaint. They can be contacted via their website <https://ico.org.uk/concerns/> or by telephone 0303 123 1113.

HOW CAN YOU ACCESS YOUR INFORMATION AND CONTACT US?

You have the right to access any personal information that you have submitted to Us. We give you the following options for requesting this information from Our database:

- Send Us an email: matt@aermid.co.uk. Be sure to include your name and clear instructions on what you would like Us to do.
- Write to Us at: AERMID 42 Cushendall Road Ballycastle BT54 6QR. Be sure to include your name and clear instructions on what you require.



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If you require Us to supply you with details of the personal information that We hold about you, then we will provide this information free of charge and we will provide this information to you within 30 days of your request unless the request is complex or is numerous requests. If this is the case we will inform you within 30 days of your request about the reason for the extension of time. If your request is manifestly unfounded or excessive we will either charge a reasonable fee or provide an explanation for our refusal to respond.

CHANGES TO YOUR DETAILS OR THIS POLICY

If your personal details change, please help Us to keep your information up to date by notifying Us by sending an email to matt@aermid.co.uk.

We may revise or update this policy from time to time to reflect changes in Our activities or for other purposes. If We do so,

We will post notice of the change on Our website. Please revisit this policy each time you consider giving personal information.

This privacy policy was created in February 2021.

ABOUT COOKIES AND SIMILAR TECHNOLOGY

A "cookie" is a small, often encrypted text file, located in your web browser directory. The text in a cookie often consists of a string of numbers and letters that uniquely identifies your computer, but it can contain other information as well. Cookies are often used by web pages to help users navigate their websites efficiently and perform certain functions within the page or login.

Similar technologies such as pixel tags (also known as beacons and clear GIFs) are also used to measure the success of email communications.

Each website can send its own cookie to your web browser if your browser preferences allow it. Similar technologies are also often used within emails to understand whether the email had been read and if any links have been clicked.

We use this information to track your movements through Our website, to find out how it is being used and to assess its usefulness. Personal information about you is not collected during the tracking process.

Internet browsers normally accept cookies by default. However, it is possible to set an internet browser to reject cookies. By using Our website you are consenting to Our use of cookies unless you set your internet browser to reject cookies.

You can disable the cookies that We attach if your browser supports this. For further information on how to do this, please refer to www.allaboutcookies.org. However, you should bear in mind that if you exercise this option, you may be unable to use some of Our on-line services.

THE COOKIES WE USE

Below we have described the main cookies and similar technologies We use and what We use them for:

- **Operationally Necessary.** We use cookies, web beacons, or other similar technologies that are necessary to the operation of Our digital presence, services, applications, and tools. This includes technologies that allow you access to Our sites, services, applications, and tools; that are required to identify irregular site behaviour, prevent fraudulent activity and improve security; or that allow you to make use of functions such as transactions, saved search, or similar functions.



Privacy and Cookies Policy (cont'd)

- Performance. We use cookies, web beacons, or other similar technologies to assess the performance of our websites, applications, services, and tools, including as part of our analytic practices to help Us understand how our visitors interact with Our digital presence, determine if you have interacted with our messaging, determine whether you have viewed an item or link, or to improve Our digital content, applications, services, or tools.
- We may also use Google Analytics which are used widely by websites to collect information about how website visitors use a site. We may use Google Analytics cookies to collect information about how users use Our website and to improve Our website. Google Analytics collect information in an anonymous form and will not allow Us to identify you or collect any personal information about you. Google Analytics do not track your internet activity after leaving Our website.
- Functionality. We use cookies, web beacons, or other similar technologies that allow Us to offer you enhanced functionality when accessing or using our sites, services, applications, or tools. This may include identifying you when you sign into our sites or keeping track of your specified preferences, profile, interests, or past items viewed so that we may enhance the presentation of online content.

Hyperlinks and third party cookies

AERMID's digital presence may contain hyperlinks to websites owned and operated by third parties and buttons and content from social media sites such as LinkedIn, Facebook, Twitter and Instagram. Social media cookies enable you to share content from Our website with your social media networks

These third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) have their own privacy policies and may also use cookies. These cookies are likely to be analytical/performance cookies or targeting cookie. Their policies will govern the use of personal information you submit when visiting these websites, which may also be collected by cookies. We do not accept any responsibility or liability for the privacy practices of such third-party websites and your use of such websites is at your own risk.

