

## **Privacy and Cookie Policy**

Pure Reputation is a reputation management company that offers tailored solutions for brands, individuals, and companies that want to protect their reputation and name online. We also specialise in targeting negative online content and removing them on behalf of our clients to effectively control what people see when searching for them online.

This privacy policy discusses in detail the rules that cover the collection and the use of personal information by Pure Reputation. For more information about Pure Reputation, please visit: <https://purereputation.co.uk>.

We are committed to respecting and protecting your privacy. This privacy policy is aimed to explain the types of information that we gather, how that information is used, who we are going to share it with, and how we will protect it. You will also learn about the legal rights you have in relation to your personal information. We are committed not only to abide by this privacy policy but to also observe the requirements set by applicable laws, in relation to our business operation. We request that you read this policy thoroughly so as to get the full picture of the views that we hold and practices that we carry out regarding your information and how it will be handled. By accessing or browsing this website, you confirm that you have read our privacy policy, understood it, and agreed to its entirety. If you do not agree with the practices that we describe in this policy, please refrain from using this website.

### **Who we are**

For the purposes of applicable laws on data protection, the controller is Pure Reputation of Level 12, The Broadgate Tower, Primrose Street, London EC2A 2EW. Our Data Protection Officer is Denise Lawlor.

### **Information covered by this policy**

This policy encompasses all personal information that Pure Reputation collects and use. Personal information is defined as the information that, either on its own or in combination with other information that we already hold, makes it possible to identify you as an individual or recognised whether directly or indirectly. This may include, but is not limited to, your name, sex, date of birth, email address, postal address, phone number, computer IP address, login information, credit card number, and other technical information.

### **Collection of personal information**

When you access our website and when you communicate with us by email or by phone or any other electronic means, you may provide us information about yourself. This information may include your name, postal address, payment processing information, mobile telephone number and/or landline, email address, access requirements, as well as other personal data. We may use cookies and other technologies that will automatically collect technical information when you visit our websites.

We may also receive information about you from other publicly available sources. This includes content that is publicly available on social media. Any information that we collect about you will only be used to benefit your own campaign.

### **Cookies**

This website uses cookies to help identify you from the rest of other users. This is necessary to help us not only in providing you with a positive experience when browsing our sites but to also help us improve.

## **Use of personal information**

We may use your personal information to help us work on your campaign. Your personal information will be used, whenever deemed necessary, especially in our performance of the obligations under a contract that we have entered into with you. This is to ensure that your requirements are successfully met and that contractual obligations to you are effectively performed and fulfilled.

Your personal information may be used to better understand your preferences and requirements. This is in relation to our goal of providing you with a service that is tailored-fit to better meet your needs.

We may also use your personal information in compliance with legal requirements as well as in the exercise or the defence of legal claims. There may be instances when we will need to process personal information in compliance with legal requirements that we may be subject to.

## **Transfers of personal information**

We may use other Service Providers to assist us with providing better services to you. In line with this, these Service Providers may be given access to your personal data. The providers are only to use these personal details in order to perform the specific services that we hire them for. We will always exert our best efforts in ensuring that these Service Providers will commit to keeping your personal information secure.

We may also release your personal information to third parties:

- if we buy or sell any business or asset, your personal data may be disclosed to prospective buyers or sellers of such assets or business;
- if substantially all of the assets of Pure Reputation are acquired by another party, then personal data of its customers will be among the assets that will be transferred to the new owner; and
- if we are required to share or disclose your personal information in compliance with a legal obligation or in instances where it is necessary to enforce not only our terms and conditions, but also our other agreements, including those instances where it is necessary for protecting the right, safety, and property of Pure Reputation.

## **Where we store your data**

The information that we collect from you may be stored at a location outside the European Economic Area. Staff that are operating outside the EEA may also process this information on our behalf. We will take all the reasonably necessary and mandatory steps to ensure that your information will be securely treated, in line with this privacy policy and other applicable data protection laws. This includes, where relevant, entering into contractual clauses under the EU standard with the party receiving the data outside of the EEA.

## **Security of personal information**

We use technical, physical, and administrative measures to properly safeguard client personal information against theft, loss, or unauthorised access, uses, or modifications. Where we have provided you with a password or where you have chosen one in relation to the services that we provide to you, it is your responsibility to keep the password confidential. We strongly urge that you do not share this information with anyone.

## **Your rights**

Below are your rights with respect to the personal data that we store about you:

### *Access to your personal information*

You have the right to enquire whether we process your personal information or not, and to request information about the purposes that the data is being processed, along with a confirmation on whether the personal information will indeed be used for these specific purposes only.

You can ask for access to the data that we possess about you by reaching out to us using the contact details we have provided below. We will do our utmost to get the file containing your information available for you within 30 days. However, there may be times when we may not be able to provide you access to your personal data if we determine that doing so would unreasonably affect the privacy of another individual or if giving you access to such information can possibly lead to a serious threat to another person's life, safety, or health.

You have the right to know of the third parties to which your personal data will be transferred to within the scope of this policy.

### *Correct or delete your information*

As a client, you have the right to get your personal information updated. In cases where you are having a hard time updating your information or if you would want us to delete these details altogether, or if you want to know about the third parties to whom your data is being transferred to, please send your request to [denise@purereputation.co.uk](mailto:denise@purereputation.co.uk) and we will take the necessary action as soon as possible.

### *Objection to processing of your data*

You have the right to refuse consent on processing your data. This holds true even when processing such information is deemed necessary to serve our legitimate interests. You may also object to any result of processing activities that may prejudice your rights that are conducted through automated systems.

It is within your rights to ask as to halt any processing, including profiling, of your personal data for the purposes of direct marketing. We will only send marketing communications to you if you have agreed to this previously. However, if you change your mind, you have the right to unsubscribe from these communications at any time. Just follow the instructions included in these communications on how you can do so.

### *Data transmission to other organisations*

For cases where we collect and store your data information with your content or upon the performance of a contract we entered into with you, you have the right to ask us to provide to you all the personal information that we hold about you in such a format that is commonly-used, structured, and machine-readable and also, where it is feasible technically, to get the data transmitted to another organisation.

### *Filing a complaint*

You are also given the right to file a complaint with authorities in data protection if you feel that we were unable to comply with applicable laws on data protection. You also are given the right to claim for damages for those instances where processing of your personal information has been deemed to have violated data protection laws.

### **Changes to the privacy policy**

We reserve the right to amend this policy at our discretion, without any prior notice to you. We will, however, notify you if such changes will be introduced and when they are going to take effect. Your continued use of the website and our services after changes to these terms have been posted means that you agree to such changes.

### **Contacting us**

For questions and other enquiries regarding this privacy policy, you can email us at [denise@purereputation.co.uk](mailto:denise@purereputation.co.uk). You may also contact us in writing at:

The Data Protection Officer,  
Pure Reputation  
Level 12, The Broadgate Tower  
Primrose Street, London EC2A 2EW