

# DISCLAIMER & PRIVACY POLICY

## Copyrights

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Every reasonable attempt has been made to identify third party propriety rights. We apologise in advance for any errors or omissions made. Please contact us at [pr@west8.com](mailto:pr@west8.com), to notify us for any corrections or inconsistencies. Corrections will be made in subsequent updates of the website.

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The content is for informational purposes only. West 8 maintains the privilege to modify, replace, remove or delete any content on this website without prior notice.

## Privacy Statement

This following statement discloses the privacy practices for West 8.

West 8 takes your privacy seriously. We process personal data in different contexts and we do so by fully respecting your privacy and your other rights and freedoms, as part of our unwavering commitment to ethical and responsible practices. This Privacy Policy describes how we treat the information we collect. Please read this notice carefully.

### Privacy Policy

WEST 8 follows the principles of the EU instituted General Data Protection Regulation (GDPR). Questions or concerns regarding this statement should be directed to West 8 at [pr@west8.com](mailto:pr@west8.com).

### WEST 8 and your privacy

We recognize personal data as any information related to an identified or identifiable individual. Depending on the context of your interactions with West 8, we collect and use different types of personal data.

Types of personal data we collect from:

- West 8 newsletter mailings or press releases subscribers: include your name, email address; your company names and function as optional information.
- Prospect clients: include name and contact information.
- Customers relationship of West 8: We collect personal data which may include sensitive information, only when it is necessary, to provide the service.
- Vendors and suppliers: include name, tax and financial information, contact information for key personnel, language, communications and segmentation, only when it is necessary, to provide or purchase the service.
- Website and social media users: In addition to the information visitors volunteer, we automatically collect the domain name, Internet Protocol (IP) address, browser type and version, operating system and platform, average time spent on our website, pages viewed, information

searched for, access times and other relevant statistics. Our website also uses cookies.

West 8 receives and uses various types of personal data in order to conduct our day-to-day business activities. We apply the data minimization principle in the collection and use of personal data ensuring that we only collect information that is necessary and by fair means, and providing notice and requiring consent when necessary.

Some of this data is collected directly from you in the following situations when:

- You subscribe for our periodic newsletter mailings or press releases
- You register for an event, a lecture, program of openings or promotional activities of our projects etc.
- When you browse, or use our website or social media pages.

West 8 applies the storage limitation principle in order to retain personal data in our records only for the length of time required to fulfill the purpose for which the data was collected. We do not keep personal data for longer than is necessary, and what is necessary depends on specific circumstances such as regulations requiring to retain information for a certain period of time and limitation periods of legal claims.

The retention period depends on the context in which we process data:

- 5 years for data we gathered in the past business to business activities.
- Indefinitely for current subscribers of newsletter mailings or press releases; and who have registered for a past event, lecture, program of openings or promotional activities of our projects etc., when the permission to send emails to is granted.

At times, West 8 engages third party service providers and other vendors to help us accomplish our business objectives. There are other circumstances where we are required by law to disclose personal data to third parties such as public bodies or judicial authorities.

We engage with third party contractors, service providers, and other vendors. If the engagement involves the transmission of personal data, West 8 requires the service provider to treat that data consistent with this Policy. In certain circumstances, West 8 may be required to disclose personal information when required by law, when required to protect our legal rights, or in an emergency situation where the health or security of an individual is endangered.

## **Cookies**

To allow West 8 to maintain information about customers during their visit and to save you time by storing pieces of information you need during the visit of our website, we use small text-only data files known as 'cookies'. This website can be viewed without accepting any cookies, although most browsers accept them automatically. Cookies can be deleted from your browser, or by amending your browser settings (called 'Incognito' in Chrome, 'InPrivate' for Internet Explorer, 'Private Browsing' in Firefox and Safari). For more information on cookies, how to control or to delete them, West 8 recommends you to visit [www.aboutcookies.org](http://www.aboutcookies.org).

The following cookies are used by West 8:

- **PHPSESSID**

The West 8 website uses PHP to connect to information stored in our database. This cookie helps to optimize that process. No personal information is stored in this cookie.

- **Google Analytics**

These cookies collect information about how visitors use our site. West 8 uses this information to improve the user experience. User data is completely anonymous. More information regarding its analytic service, please have a look at [Google Analytics' privacy overview](#)

West 8 is committed to the security, confidentiality, and integrity principle. We take commercially reasonable precautions to keep all information obtained secure against unauthorized access and use and we periodically review our security measures. We are committed to processing your data in a secure manner and have put in place specific technical and organizational measures to prevent the personal data we hold from being accidentally or deliberately compromised.

We also conduct information risk assessments, we ensure that our staff understands the importance of protecting personal data, and we are responsibly managing access rights within the company. We include both physical security and IT security in our overall data security approach. We are diligent in selecting vendors that process personal data on our behalf so that they also ensure appropriate technical and organizational measures to protect the data.

West 8 makes reasonable efforts to notify individuals and regulatory authorities, as required by law, if we reasonably believe that personal information has been stolen, disclosed, altered or infringed by an unauthorized person. We create and maintain a breach notification and reporting protocol.

If you reside or otherwise find yourself in the territory of Europe, West 8 is committed to facilitate the exercise of your rights granted by the European data protection law. Otherwise you can contact us at any time to discuss your privacy concerns.

#### **Privacy rights under the European regulation(GDPR):**

Transparency and the right to information: we provide notice to our employees, customers, suppliers, vendors and others of how we use personal data in our day-to-day operations at the time of collecting personal data, or as soon thereafter as possible. We also publish this privacy notice for a greater transparency.

Right to access, rectification, restriction of processing, and erasure: we provide data subjects with access to their own personal data where required by applicable law. In addition, we will rectify their personal data when it is incorrect and inaccurate, and we will ensure the right to erasure and to restriction of processing when these rights are not compatible with local regulations.

Right to object and withdraw consent at any time: for all marketing materials, you can opt-out anytime, and free of charge. The right to object for other processing activities will be balanced in order to ensure that it is not incompatible with local regulations or the legitimate interests of West 8.

Right to data portability: based on your specific situation, we provide data subjects with the right to obtain and reuse your data across different services and includes transferring of your data to you, another controller or a trusted third party.

Right to lodge a complaint with a supervisory authority:

These requests should be submitted as follows:

- Opt-out of marketing communications: you can opt-out anytime by following the opt-out instructions in our periodic newsletter or press releases e-mails.
- To exercise the rest of your rights: you should send a communication in writing to West 8 and provide the following information in order to verify your identity. West 8 will attend to your request in a timely manner within 30 days after receiving your request. If for any reason we need to extend this period of time, we will contact you.
- Right to lodge a complaint with a supervisory authority: you can have the right to lodge a complaint with the supervisory authority of your habitual residence, place of work or place of the alleged infringement.

#### **Contact information**

If you have any privacy concern or questions about how your personal data is used, please feel free to contact us at [pr@west8.com](mailto:pr@west8.com) or [west8@west8.com](mailto:west8@west8.com).

#### **Policy Change**

Any changes to the way West 8 collects or uses data will be promptly reflected in this policy. It is assumed that changes are accepted if you continue to use the site and services. Should you wish to have any details removed, please contact the office.

This policy is effective from 25<sup>th</sup> of May, 2018.

#### **Contact details**

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