

## **Association for Interactive Media and Micropayments Privacy Policy**

Association for Interactive Media and Micropayments Ltd. (referred to as **aimm**), a company registered in England and Wales under company number 06520758 and with our registered office at The Granary, 1 Waverley Lane, Farnham, Surrey GU9 8BB ("We" or "Us" or "Our") are committed to protecting and respecting your privacy.

For the purpose of this Policy, Association for Interactive Media and Micropayments Ltd (**aimm**) is the data controller and where applicable, the data processor of your Personal Data.

This Policy together with any other documents referred to on it sets out the basis of:

- What personal data we collect and why
- What we do with your personal data
- How we secure your personal data
- How you can change or delete your personal data

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

### **Definitions**

**'Site'** - means the accessible areas of our website <http://aimm.co>.

**'Service'** - means the service provided by **aimm** to its members including the member-only area of our website <http://aimm.co> accessible via a secure login facility.

**'User'** - means a person who uses our Site

**'Member'** - means a person who has paid a fee to **aimm** for membership or has agreed with **aimm** to become a member without a fee and is registered by us to use our Service as a Member.

**'Personal Data'** - means any form of information that can identify an individual. For example, name, email address, mailing address, credit card or other billing information etc.

### **Personal Data That We Collect**

The legal basis in which we process the Personal Data that we collect is in order for Us to provide the Service outlined in our Membership Terms and Conditions and is in Our legitimate interests which are further explained in 'How We Use the Information Collected' section of this Policy.

**'User-Provided Information'** - When you use our Site or Service, you may provide Personal Data to Us and we may collect and process the Personal Data. Examples of when this data may be provided include, but are not limited to, when you subscribe to our membership, attend our events or training, complete surveys, enquire about membership or other services, provide business cards to us or have contacted us for another reason. If

you are a Member, we will store your name, your company details, business addresses and contact details (amongst other information) so you can enjoy the maximum benefits that membership provides including regular communications of information from Us. For this purpose, Association for Interactive Media and Micropayments Ltd is the data processor.

We may collect Personal Data to ensure full functionality of the Site features for Members including username, password and personalisation preferences.

‘Automatically Collected Information’ - If you use our Site or Service we may automatically collect data about your computer, including, where available, your IP address, operating system and browser type. We use cookies and other forms of technology (see Cookies section below). All of the information that is automatically collected is used for statistical data about browsing actions and patterns. Some of the statistical data is used to assist navigation of our web service.

### **How We Use the Information Collected**

We use the information that we collect in a variety of ways during the provision of our services and operation of our business, including the following:

#### **Operations**

- To ensure that all the membership features we provide are available, functional and maintained as per Our specifications.
- To carry out our obligations arising from any contracts entered between you and Us
- To carry out any business essential administrative processes
- To allow you to participate in any interactive features of our Site, when you choose to do so
- To enhance the Service we provide by developing new features, and improve functionality of existing features

#### **Communications**

- To enable Us to provide support to Members when requested or required to do so.
- To investigate any issues that arise from using our Service.
- To notify you of any changes to our Service
- To provide any information you have requested or that we feel may be of genuine interest to you, including but not limited to updates about regulatory and industry issues, events, training or webinars that we run and general business information which may or may not be connected to third parties that we work with.

#### **Cookies**

A cookie is a small file of information that we store on your browser or the hard drive of your computer. They help us to deliver a better experience when using our Site and have the following types:

Strictly Necessary cookies - These are cookies that are required for the operation of our Site. They include, for example, cookies that enable you to log into secure member only areas of our Site.

Analytical / Performance cookies - They allow us to recognise and count the number of visitors and to see how visitors move around our Site when they are using it. These cookies enable Us to monitor the performance of our Site (page load speeds, etc), to ensure that everything functions correctly and to improve the way our Site works.

We do not use tracking cookies that are generally used to provide profiled advertising to you after you have left our site. For this reason, we do not need to collect your permission to use Cookies.

### **Google Analytics**

We use Google Analytics to measure traffic to our Site and understand how Users move around and use our Service. We use this information to enhance the Site and Service we provide to ensure that Users get the best experience possible. The information gathered also enables us to improve these features in the future. All of the information we collect from Google Analytics is aggregated and is not disclosed by Us to any other party.

As Google is a separate entity to us, it has its own privacy policy which we recommend you review. Further information specific to Google analytics and how they secure the data collected can be found here <https://support.google.com/analytics/answer/6004245?hl=en>

### **How We Store the Personal Data We Collect**

When your Personal Data is submitted to us, we ensure that appropriate security measures are in place to ensure your Personal Data is protected and is not subject to any unlawful forms of processing which include accidental loss, unauthorised access or disclosure.

Our Site has Secure Socket Layer (SSL) encryption present amongst other general security measures such as firewalls and password protection.

We use “cloud based” storage that is integral to our business operations. The cloud storage meets stringent privacy and security standards based on industry best practices. This storage service may be based on systems in locations outside of the European Economic Area (EEA). During the transmission of files for storage we use SSL to protect transfer.

Security measures are regularly reviewed to ensure that your Personal Data is being stored in the most secure way possible.

We do not (unless notified to you) transfer Personal Data to other parties for processing.

We have ensured that all services we use to store Personal Data, in or outside EEA, have been verified to ensure that they are compliant with the European Union’s General Data Protection Regulation (GDPR) and any other respective legal framework that applies to that particular service.

Further to this, we will continually monitor said services to ensure compliance is still being achieved at any given time and that our data is stored in a safe and satisfactory manner using the most up to date security measures. We will, to the best of our knowledge, not store any Personal Data in any service that does not comply with GDPR.

By submitting your personal data to us, you agree to our storage and processing procedures.

### **External Web Sites**

Our Site carries links to the websites of our media partners, Industry Support Members and other external services. If you follow a link to any of these websites, they will have their own privacy policies and we cannot accept any responsibility or liability for these policies or websites. Please check these policies before you submit any personal data to these websites.

### **Access To Personal Data & Your Rights**

You have the right to opt-out of receiving communication from us as detailed below under 'Your Rights' of this policy. If you do so, We will be unable to send to you business relevant updates and meeting or event information as part of your membership benefits. This information may be business critical.

We are committed to protecting and respecting your privacy within your account. Under the GDPR, as a User of our Site and Service, you have several rights in relation to your Personal Data which include:

**The right of access** - you have the right to know exactly what Personal Data we hold about you and how we process it.

**The right of rectification** - you have the right to have your Personal Data rectified if it is incorrect or incomplete.

**The right to be forgotten** - You have the right to have your personal data removed or deleted without a specific reason for doing so. This is also known as 'the right to erasure'.

**The right to restrict processing** - an individual's right to block or suppress processing of their personal data.

**The right to data portability** - you have the right to request for a copy of the Personal Data we hold about you for your own use.

If you have concerns about the way we handle your personal data, please contact us on [info@aimm.co](mailto:info@aimm.co) and we will investigate accordingly and provide a written report.

### **Data Retention**

We will continue to retain any Personal Data collected from a User of our Site or Service as long as the Users account is deemed active. When a Users account is deemed inactive or have given notice on their membership to cease, we will remove Personal Data as set out in the policies below:

Access to Member accounts on the Site, will be removed at the end of Membership.

Content of closed online accounts that were once subscribed to our Service, will be deleted.

We may still hold Personal Data of closed accounts under the following conditions:

As required for financial records in line with UK accounting and taxation laws (for a period of 7 years)

If deemed necessary due to any legal obligations or regulatory investigations that may be in operation

If, as a former Member of aimm, you have requested to remain on our members mailing list for updates, newsletters and other communications.

In regards to any prospective employment with us by applying for any vacancy you agree to the processing of your Personal Data and retention for 6 months afterwards.

### **Contact Us**

You can contact us at any time if you have any questions, comments or requests regarding this Privacy Policy using the following information:

By email: [info@aimm.co](mailto:info@aimm.co)

By post to:

Data Protection Officer. Association for Interactive Media and Micropayments  
The Granary  
1 Waverley Lane  
Farnham  
Surrey GU9 8BB.

By our web site: "Contact Us" page.

### **Changes To This Policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email.