

Our GDPR policy - How we use and protect your personal data

Scope

This document describes how we handle the personal data that is supplied to us for the sole purposes of London Market Systems sales and marketing communications (the “Purpose”). By accepting this Privacy Policy and the User Agreement in registration or correspondence, you expressly consent to our collection, storage and use for the Purpose.

This Privacy Policy is effective on 25th May 2018 for all clients or potential clients.

Collection

We only collect personal data and never sensitive personal data such as age, gender, home contact details, ethnicity, religion, political affiliation or sexuality. Our method of collection is one of the following, and in all cases is or has been based on an indication of legitimate interest in London Market Systems:

- Online via London Market Systems website (the “Site”) registration
- An enquiry directly via the Site or other electronic communication method
- Direct personal receipt of your business card
- Registrations for London Market Systems Working Groups, White Papers, etc.

You can browse the Site without telling us who you are or revealing any personal data about yourself. Once you give us your personal data via the Site enquiry process, you are not anonymous to us. If you choose to provide us with your personal data this will only be used for the Purpose and never distributed to third parties other than those that London Market Systems use for the Purpose.

We may collect and store the following Personal Data:

- Your name and surname (without salutation or gender);
- Your business or work email address;
- Your business address;
- Your mobile phone number for business purposes;
- Your business landline phone number;
- Your job title or role;
- Your company name;

Marketing

We don’t sell or rent the personal data that you share with London Market Systems to third parties for any purpose without your explicit consent. If you don’t wish to receive sales and marketing communications from London Market Systems, you may unsubscribe by clicking on the “[unsubscribe](#)” link located at the end of any marketing communication from London Market Systems. Unsubscribing as a non-registered user will result in London Market Systems upholding your right to ‘be forgotten’.

Use

Our primary purpose in collecting personal data is to understand your needs and provide you with a better service. You agree that we may use your personal data to:

- Provide the services and support your request;
- Resolve disputes and troubleshoot problems;
- Customize, measure, and improve our services and the Site’s content and layout; and
- Share market commentary, London Market Systems newsletter, updates, , event and working group information based on your communication preferences.

Our Disclosure of your Data

We may disclose personal data to respond to legal requirements, enforce our policies, or protect anyone's rights, property, or safety.

We may also share your personal data with:

- Other third parties to whom you explicitly give consent to share your data with us;
- Without limiting the above, in an effort to respect your privacy we will not otherwise disclose your personal data except when we believe in good faith that the disclosure of information is necessary to prevent imminent physical harm or financial loss or to report suspected illegal activity.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We may use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Account Protection

If you are a Registered User of the Site, your password is the key to your account. Use unique numbers, letters, and special characters and do not disclose your London Market Systems password to anyone. If you do share your password or your personal data with others, remember that you are responsible for all actions taken in the name of your account. If you lose control of your password, you may lose substantial control over your personal data and may be subject to legally binding actions taken on your behalf. Therefore, if your password has been compromised for any reason, you should immediately notify us and change your password.

Accessing, Reviewing and Changing Your Personal Data

If you are Registered User of the Site, you can see, review and change your personal data settings by logging into the Site with your user name and password. You can control what information you wish to receive and via what channels or exercise your "right to be forgotten".

If you are not a Registered User and you click on 'unsubscribe' at the bottom of any communication London Market Systems sends to you, London Market Systems will uphold your "right to be forgotten" and your data will be erased and all communication will cease.

In all cases, any person can request details of what data London Market Systems holds about them at any time by contacting us at admin@londonmarketsystems.com.

Contact Us

For further information on our privacy policies and practices relating to the handling of Personal data, email us at admin@londonmarketsystems.com.

General

London Market Systems reserves the right to amend this Privacy Policy at any time by posting the amended terms on the Site and notifying all consenting users for which London Market Systems has contact details.