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Privacy policy

Key details

This Privacy Policy describes how **Zibrant** protects and makes use of the information you give when you use this website.

If you are asked to provide information when using this website, it will only be used in the ways described in this Privacy Policy.

If you have any questions about this policy, please email dataprotection@zibrant.com or write to:
Data Protection Officer
Zibrant
2 Prospect Place
Pride Park
Derby, DE24 8HG

Data that we collect and how we use this

Zibrant collects three kinds of information from visitors to our websites - registration information, visitor feedback and site usage information from server log files.

If you have registered for case studies access we will have asked you for just sufficient information to enable us to provide this service. When you receive information from us it will also link you to a facility where you may change your registration data or unsubscribe if you so wish. We will never pass your personal data to third parties.

If you have registered for an event managed by **Zibrant**, we will only ever capture the data required for your attendance of the event. The information you supply when registering may be used to book travel and accommodation with third parties if **Zibrant** is booking this on your behalf. However, your personal data will never be passed on to third parties for any reason outside of the event you are registering for.

If you have chosen to provide feedback on our website this information will be regarded as for the internal use of **Zibrant** and its employees. Again, any personal data you provide will not be shared with third parties.

Server log files enable us to analyse visitors' use of the site, with a view to improving our understanding of visitors' preferences and thereby improving the site over time. These log files do not contain personal information on visitors. Where we provide links to third party or client sites, we cannot control and are not responsible for the collection of any information by any of these third parties, whose privacy practices may differ from our own.

Conditions of use

By using this site you signify your consent to the following conditions of use. If you do not agree to these conditions of use, please do not use the site.

Under no circumstances shall **Zibrant** be liable for any special or consequential damages arising from the use of or reliance on information contained within this website.

Third Party Links

From time to time we may provide links to client or third party websites. Whilst every effort is made to ensure that these websites comply with our code of standards **Zibrant** cannot validate their content and, therefore, accepts no responsibility whatsoever for any information contained within them. You should review their Privacy Policy before sending them any personal data.

This Privacy Policy was updated April 2016.

If you should feel that any information contained within zibrant.com is in any way inaccurate or misleading, please contact us and we will undertake to review the suitability of such content.

Cookies and how we use them

What are cookies?

A cookie is a small text file that is sent to your computer and stored on your hard drive. This allows us to aggregate user data and analyse how the site is being used by visitors in order to optimise and create the best possible customer experience.

Why we use cookies?

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions
- Identify whether you are signed in to our website. A cookie allows us to check whether you are signed in to the site
- Test content on our website
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting
- To recognize when you return to our website

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

What do they not hold?

The cookies we use do not hold any personally identifiable data such as:

1. Names
2. Phone numbers
3. Email addresses
4. Mailing addresses

At any time you can change your web browser settings to reject or delete cookies that have already been saved on your computer. This can be done by using the 'Delete History' options found in the menu-bar within your web browser. However this may prevent some parts of the website from working correctly on your computer.

You can stop cookies from being deployed on your computer by configuring your browser not to accept them or opt-out. Please refer to your browser's 'help' facility.

If cookies are already on your system, you can delete them - for more information on cookies and deletion of cookies please visit:

www.allaboutcookies.org/manage-cookies

In order to fully optimise our website, we use both Session/Essential cookies and persistent/non-essential cookies.

Session cookies/essential cookies

A session cookie is stored in temporary memory and remains available for the duration of your active 'session' within the website only. All session cookies are deleted when you leave the site. This type of cookie can allow a website to keep track of your movement from page to page during an active session. This helps ensure that a web page does not ask for the same information many times. Session cookies/Essential cookies do not collect information about the user, but typically store data in the form of a unique identifier that does not personally identify you.

This Privacy Policy was updated April 2016.

Persistent cookies/non-essential cookies

Authentication is a common example to remember your log-in details when re-visiting a website. Other website features made possible by persistent cookies include: language selection, theme selection, menu preferences, internal site bookmarks or favourites, among many others. On your first visit, the website is presented in default mode. During your visit, you select your preferences and these preferences are remembered, through the use of the persistent cookie, the next time you visit the site.

Web Analytics

Websites enabled with web analytics tags such as Google Analytics, allow us to measure the performance of the pages on the website. We only use trusted web analytics platforms that provide statistical insight into interaction and behaviours of website visitors.

These platforms work by dropping a cookie onto your computer on our behalf. The information gathered by the cookies will be transmitted to a secure server and fed into the analytics software. This software will provide us with information about website usage that reflects visitor behaviours and used to enhance our website experience.

Google's own privacy policy can be found here:

www.google.com/intl/en_uk/analytics/tos.html (see section 8 for policy related information).

Accepting or rejecting cookies – what you need to do

You can configure your internet browser to warn you each time a new cookie is about to be stored on your computer so that you may make a decision whether to accept or reject it.

Please refer to your internet browser's help section for specific instructions.

Please note that some parts of our website may not function properly if you reject cookies.

Controlling information about you

If you complete the "Contact Us" enquiry form, you will see a tick box which allows you to opt in to receive news and offers from **Zibrant** by email, telephone, text message or post

If you have agreed that we can use your information for marketing purposes, you can easily change your mind, via one of the following methods

- Send an email to hello@zibrant.com
- Write to us at
Zibrant
Global Sales and Marketing
PM House
Riverside Estate
Old Portsmouth Road
Peasmarsh
Surrey, GU3 1LZ

We will never lease, distribute or sell your personal information to third parties unless we have your permission or the law requires us to.

Any personal information we hold about you is stored and processed under our Data Protection Policy, in line with the Data Protection Act 1998.

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