



Like you, we take the issues of privacy and personal information, (meaning information that we may process that we collect from you), very seriously. So we want to be very clear from the outset, we are fanatical about our responsibilities when processing personal information. 'Processing' means the collection, storing, transferring, use or carrying out any operation on the personal information.

Our hope and intent is that this policy ('Policy'), which provides information on the data we collection via the Masabi Website, gives you the right level of information in a clear and understandable way, so we meet our legal obligations and you feel informed and in control of your data choices.

Please explore the sections below and if you have any questions, comments or if you feel we have not acted in a way that reflects the words and spirit of this Policy, please get in touch.

James Gooch
Head of Marketing
James.Gooch@masabi.com

Overview of this Policy

This Policy, which applies when you use our Website, provides you with information about:
what personal information we collect;
how we use your personal information;
how we ensure your privacy is maintained;
and your legal rights relating to your personal information

Definitions

When we say "we" or "Masabi", we mean the company Masabi Limited, Company Number 04260927, which is incorporated in the United Kingdom. In relation to the Masabi Website and marketing data, we operate as a Data Controller of personal information.

When we reference our "Site" or "Website" or "our Website", we mean www.masabi.com.

When we say "you", we mean the individuals or organisations who have visited our Website.

Changes to This Policy

We may update this Policy from time to time. If we do, we'll let you know about any material changes, either by notifying you on the Site or by sending you an email. New versions of this Policy will never apply retroactively — we'll tell you the exact date they go into effect. If you keep using Masabi website after a change, that means you accept this Policy.

Data We Collect

Most of the below personal information is collected directly, for example when you fill in a form on our website. Other personal information is collected indirectly via cookies which users are notified about when you first land on our Website.

Masabi may collect the following information:

Your name

Your contact details including standard business card details: postal address

Telephone numbers, company name, job title and e-mail address

Your location, region, city or country

Your online browsing activities on our website and email interactions including opens and clicks

Other publicly available personal information, including any which you have shared via a public platform

(such as a Twitter feed or public Facebook page)

Information about your computer and about your visits to and use of our Website (including but not limited to, your IP address, geographical location, browser type, referral source, length of visit, entry & exit points and number of page views).

Use of our Website by children

Our Website is not intended for children and we do not knowingly collect personal information relating to children.

How we use your data:

Masabi uses your personal information:

to make a tailored website available to you with your agreement, to contact you electronically or by phone about our products and services, events and news.

Other marketing promotional communications

Masabi uses your personal information for electronic marketing purposes (with your consent) and may send you postal mail to update you on our latest products and news.

You have the right to opt out of receiving promotional communications at any time, by:

changing your Masabi marketing preferences; or making use of the simple "unsubscribe" link in emails

Web Banner Advertising

If you visit our Website, you may receive banner advertisements whilst browsing other websites. Any banner advertisements you see will relate to pages you have viewed whilst browsing our Website on your computer or other devices.

These advertisements are provided by Masabi via market leading specialist providers using 'cookies' placed on your computer or other devices (see further information on the use of cookies in our Cookie Policy). You can remove or disable cookies at any time – see below for further information.

We use analytical tools (like Google Analytics) to record anonymous data that helps us improve our Website and marketing content. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our Website.

We use a third-party provider, Hubspot, to deliver our marketing emails and social media posts. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our emails. For more information, please see Hubspot's privacy notice.

Your data rights:

Access to your personal information

Under GDPR, you have the right to access and amend any of your personal information that we hold. If you wish to do so please email your request to James Gooch at James.Gooch@masabi.com.

The right to be forgotten :

Under GDPR, you have the right to be forgotten. This is very easy for us do to. If you would like your data to be removed forever please email your request to James Gooch at James.Gooch@masabi.com.

How long do we keep your data?

We will not retain your data for longer than necessary for the purposes set out in this Policy. The longest we will hold any marketing based personal information is 6 years.

How we Protect Your Data

Our security measures include a secure website using SSL Certificates.

We use a third-party provider, Hubspot, who store marketing data. For more information, please see Hubspot's privacy notice.

We use a third-party provider, Salesforce, who store marketing data. For more information, please see Salesforce's privacy notice.

Cookies Policy

What are cookies?

Like most websites, our Website use cookies to collect information. Cookies are small data files which are placed on your computer or other devices (such as smartphones or tablets) as you browse the Website. They are used to 'remember' when your computer or device accesses our Website. Cookies are essential for the effective operation of our Website. They are also used to tailor the products and news offered and advertised to you, both on our Website and elsewhere.

Information collected

Cookies collect information about browsing behaviour, when you access our Website via the same computer or device. This includes information about pages viewed, and your journey around our Website. We do not use cookies to collect or record information on your name, address or other contact details. Masabi can use cookies to monitor your browsing behaviour.

How are cookies managed?

The cookies stored on your computer or other device when you access our Website are designed by:

third parties who participate with us in marketing programmes; and third parties who broadcast web banner advertisements on behalf of Masabi.

What are cookies used for?

The main purposes for which cookies are used are: –

For technical purposes essential to effective operation of our Website, particularly in relation to site navigation.

For Masabi to market to you, particularly web banner advertisements and targeted updates.

To enable Masabi to collect information about your browsing patterns, including to monitor the success of campaigns, etc.

How do I disable cookies?

If you want to disable cookies you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use. Further details on how to disable cookies for the most popular browsers are set out.

Our postal address is: 37 Bevenden Street, London, N16BH. We can be reached via e-mail at privacy@masabi.com or you can reach us by telephone at +44 (0)20 7089 8860