



Privacy Notice

This page contains the privacy notice for this website and explains what we use your personal information for. Unlike traditional privacy notices, we've tried to make this clear and simple to understand. Please Contact Us (<http://www.digitalprosumer.co.uk/contact.html>) if you have any questions.

Why?	<p>The Vault collects and uses your personal information (see below for definition) for various purposes.</p> <p>EU and UK laws require us to tell you why and how we collect, use, share and protect your personal information.</p> <p>Please read this notice carefully to understand what we do.</p>
What?	The types of personal information we collect and use depend on the services we provide to you (see below for more details).
How?	<p>We need to collect and use your personal information to run our everyday business. In the section below, we list:</p> <ul style="list-style-type: none"> the reasons we collect, use and share your personal information; whether you can limit this collection and use.

Reasons we collect/use	What we collect/use	Do we share?	Can you limit this?
For your registration on the site	Name, email address and if you're over 18 years old	No	No – this is the strict minimum we need
For your use of the site	Login details (email and password)	No	No – this is the strict minimum we need
To verify your identity	Date of birth (sellers only) and address (buyers only)	Yes – only with the identity agency	No – this is the strict minimum we need
For payment purposes	Your billing address, mobile number and PayPal account details	Yes – only with PayPal	No – this is the strict minimum we need
To create persona products (sellers only)	Any data you upload. This can include sensitive information (see below for definition) if you consent to upload it.	No	Yes – you can refuse to upload data or certain types of data (opt-in)

To trade persona products (sellers only)	The data you consented to upload and have analysed by us.	Yes – anonymously and only with the data buyer	Yes – you can refuse consent for trading each product (opt-in)
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To limit collection/use:	Contact Us (http://www.digitalprosumer.co.uk/contact.html).
Questions:	Contact Us (http://www.digitalprosumer.co.uk/contact.html).
Complaints:	<p>To complain about our processing (collection and use) of your personal information:</p> <ul style="list-style-type: none"> • Contact us (http://www.digitalprosumer.co.uk/contact.html); • Contact the Information Commissioner Office by visiting http://www.ico.org.uk/concerns or calling them on 0303 123 1113 (outside the UK: +44 303 123 1113). <p>To complain about other matters, please contact us (http://www.digitalprosumer.co.uk/contact.html).</p>

Who is providing this privacy notice?	<p>The Vault (see below for details).</p> <p>Registration number: (forthcoming).</p> <p>Visit the ICO website to search for our registration: http://ico.org.uk/about-the-ico/what-we-do/register-of-data-controllers (forthcoming).</p>
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What We Do

How does the Vault protect my personal information?	<p>To protect your personal information from unauthorised access and use, we use security measures that comply with EU and UK laws. These measures include:</p> <ul style="list-style-type: none"> • encryption; • computer safeguards; • secured files and buildings; • compliance with ISO norms.
How does the Vault collect my personal information?	<p>We collect your personal information, for example:</p> <ul style="list-style-type: none"> • when you open an account with us; • to verify your identity; • when you send and/or receive payment; • when you upload your data on our website. <p>We do not collect your personal information from other companies.</p>
Does the Vault share my personal information?	<p>We do not:</p> <ul style="list-style-type: none"> • share your personal information, unless we need to verify your identity, for example, for payment purposes; • share your name and identity with the buyers (sellers only); • sell your data for marketing purposes;

	<ul style="list-style-type: none"> • sell your data unless you have agreed to a trade (sellers only).
Can I limit all collection and usage?	<p>It is your decision what and how much data you upload to the Vault. You can refuse to upload your data or certain types of data. After you have uploaded data to the Vault, you always have the right to request removal, unless you have agreed to trade the data.</p> <p>It is your decision with whom you trade and what data you sell. You can refuse to trade your data before the start of a trade, but once you have accepted a trade you must deliver the data if it is successfully matched.</p> <p>You can also cancel your registration with us.</p> <p>You can modify your personal data at any time.</p>
What happens when I limit the collection and use?	<p>Your choice not to trade will:</p> <ul style="list-style-type: none"> • mean potential buyers will not be able to access your data; • allow us to use the information for data analytics only (i.e. persona identification). <p>When you cancel your registration your data will be removed as soon as technically possible, except the data which you have sold and which is still under a Data Access Agreement. The data removed will be archived for a period of 3 years, thereafter (or sooner if necessary) it will be deleted.</p>

Definitions

Personal Information	<p>Data Protection Act 1998 s.1(1) – transposing the European Directive 1995/46/EC:</p> <p><i>“personal data’ means data which relate to a living individual who can be identified – (a) from those data, or (b) from those data and other information which is in the possession of, or is likely to come into the possession of, the data controller, and includes any expression of opinion about the individual and any indication of the intentions of the data controller or any other person in respect of the individual.”</i></p> <p>This means, for example: your name, address, mobile number, credit card information.</p>
Sensitive Personal Information	<p>Data Protection Act 1998 s.2 – transposing the European Directive Article 8(1) 1995/46/EC:</p> <p><i>“sensitive personal data’ means personal data consisting of information as to – (a) the racial or ethnic origin of the data subject, (b) his political opinions, (c) his religious beliefs or beliefs of a similar nature, (d) whether he is a member of a trade union (within the meaning of the M1Trade Union and Labour Regulations (Consolidation) Act 1992), (e) his physical or mental health or condition, (f) his sexual life, (g) the commission or alleged commission by him of any offence, or (h) any proceeding for any offence committed or alleged to have been committed by him, the disposal of such proceedings or the sentence of any court in such proceedings.”</i></p>

The Vault (also Digital Vault)	The company that owns and operates the data trading exchange website (http://www.digitalprosumer.co.uk) with registered office at (forthcoming) and registration number (forthcoming).
Your Consent	European Directive Article 2(h) 1995/46/EC: <i>“...shall mean any freely given specific and informed indication of his wishes by which the data subject [you] signifies his agreement to personal data relating to him being processed.”</i>
Other Important Information	You can request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you, please contact us. This notice was last updated on 21 st April, 2016.