

# KLING PRIVACY POLICY

Last updated 27/3/2018

## Introduction

Kline & Company protects your personal data and privacy. In this privacy policy, we describe which personal data we collect and how we store and use it. This privacy policy applies to personal information that we collect when you use klinegroup.com and our related sites. From time to time, you will be asked to submit personal information about yourself (e.g. name, company name, job title, postal address and email address) in order to receive or use services on our website. Such services include purchasing reports, receiving newsletters, downloading insights in form of factsheets, infographics, whitepapers among others, registering for events, completing questionnaires and submitting questions. By entering your details in the fields requested, you enable Kline to provide you with the services you select. Whenever you provide such personal information, we will treat that information in accordance with this policy. When using your personal information Kline will act in accordance with current legislation, The Data Protection Act 1998 and upcoming General Data Protection Regulation, effective May 25, 2018.

If you have questions or concerns regarding this statement, please, contact our Data Controller. Contact details can be found at the end of this Privacy Statement.

## Updates to this Privacy Policy

This policy may change without notice from time to time and we will post these changes to this privacy homepage, If, however, we are going to use users' personally identifiable information in a manner different from that stated at the time of collection we will notify users by letting the users know through email communication and by posting on our sites. Please check this page regularly for updates and changes.

## What data we collect

We ask for personal information (1) when you subscribe to our marketing promotion, event or alert services, (2) when you want to find detailed information about our products, (3) when you want to submit a question about our products/services through our customer service contact, (4) when you buy products, and (5) when you are authorized user belonging to an organization that has access to Kline products on MyKline. The types of personal information that we may collect on these pages are: name, company name, title, mailing address, business description, e-mail address, phone number, and country of residence. We will also collect information on what your plans are with the market research.

If you choose not to register or provide personal information, you can still use our klinegroup.com website. However, you will not be able to purchase items or receive email alerts. Kline views all personal information that it collects as a valuable and confidential asset of which we take great care to ensure its safety.

### **What we do with the information collected**

When you visit this site your IP address is recorded. We use your IP address to create statistical reports about usage. Your IP address is used to help identify you when you buy from our site and to gather broad demographic identification that will not be tied to your identity. Our current site does not use “cookies” to maintain session information.

We use your personal information to provide requested information and to keep you informed of Kline’s commercial products and services to help ensure that the information we provide to you is relevant to your specific needs.

As an authorized user of a company which is subscribing to Kline’s services we may use your personal information and the other information we collect to ensure you have access to all of the services you are entitled to, communicate with you about our services, offer you assistance and to help you comply with our terms of use.

We will not sell, trade, rent or lease your personal information to others without your consent. However, we may promote offers from our partners ( e.g. when we partner with an association or event) through our own system ( without giving away you personal information).

If you do not wish to continue receiving marketing information, please notify us by email at [data.controller@klinegroup.com](mailto:data.controller@klinegroup.com) alternatively you can use our opt-out policy which is detailed below.

Kline will never use your data for anything beyond the statement above.

When you buy our products or services, your information will be stored on our system to complete the buying process. We also record information about your questions to us and your purchases so that we and you can keep track of what you’ve asked about or ordered directly on our site. Additionally, we may need to contact you about your questions and/or your orders.

### **Third Party Use of Your Information**

When you buy something, you will also become a user our third party supplier (MyKline) portal where your personal information is store based on your user persona. We are not responsible for the privacy policies and/or practices of these third-party services, and you are responsible for reading and understanding those third-party services' privacy policies.

Kline may send marketing emails informing you about our products and services, if you do not wish to receive these emails do not check the appropriate box when you register.

### **How do we protect your personal data?**

We are doing everything possible to protect your personal data from unauthorized access, use, or disclosure.

Kline is committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information. For example, we store some personal information you provide on servers at controlled facilities in our corporate headquarters in Parsippany, New Jersey, with limited physical access, encrypted via Secure Socket Layer (SSL), and protected, and monitored by current firewall technologies. Additionally, we store other personal information you provide on outside computer services (ie. Salesforce, DocuSign & MyKline) that we have determined follow the same strict guidelines that we do for data protection.

### **How can I see, modify, or delete my personal data?**

You can see and change part of your data by logging in to your account. If you want to delete your data, please send an e-mail to [data.controller@klinegroup.com](mailto:data.controller@klinegroup.com) prepending the subject line with the word "DELETE".

If you no longer wish to receive our updates, newsletters and promotional communications you may opt-out of receiving these communications by following the directions in the email, or forwarding the email to [data.controller@klinegroup.com](mailto:data.controller@klinegroup.com), prepending the subject line with the word "UNSUBSCRIBE".

Or you can use the unsubscribe button located at the bottom of our marketing communication emails.

If you wish to be deleted from our databases email to [data.controller@klinegroup.com](mailto:data.controller@klinegroup.com), prepending the subject line with the word "DELETE".

### **Your Legal Data Protection Rights**

In accordance with the Data Protection Act 1998 you, the data subject, can ask to view all data relating to you that we hold at any time.

### **Legal Disclaimer**

Though we make every effort to preserve user privacy, we may in certain circumstances need to disclose personal information when required by law wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site.

### **Contact Information**

If users have any questions or suggestions regarding our privacy policy, please contact:

#### **The Data Controller:**

email: [data.controller@klinegroup.com](mailto:data.controller@klinegroup.com)