

## **Privacy Policy**

### **What information about you is being collected?**

Information collected by The NX Group is solely used for internal purposes and will not be passed on, sold to or given to any third-party companies outside of the group unless otherwise clearly stated, or prior consent is given by you.

For marketing purposes, the information held is as follows:

|  |   |
|--|---|
| <p>Email Marketing platform<br/>Also the option to opt in for postal and telephone marketing</p> | <p>Email<br/>First Name<br/>Surname<br/>Job Title<br/>Company<br/>Town/County of company</p>  |
| <p>CRM Platform<br/>Used for direct mail marketing<br/>Information about enquiry also stored</p> | <p>Email<br/>First Name<br/>Surname<br/>Job Title<br/>Company<br/>Address of Company<br/>Phone Number of company<br/>Details of enquiry information</p> |

Note: Not all records have all data fields complete.

### **How is it collected?**

For marketing purposes, your information is collected and sorted in the following ways:

|  |   |
|--|---|
| <p>Sign up forms (email marketing form)<br/>Stored on CRM</p>  | <p>Data captured for email marketing purposes, including email address, first name, surname, company &amp; location.</p>                          |
| <p>Download Forms hosted on website – in exchange for download e.g. whitepaper or case study<br/>Stored on Wordpress Plug-in</p> | <p>Data captured – email address, first name, company<br/>Option to opt-in for email, postal, telephone marketing activities</p>                  |
| <p>Lead &amp; Prospect Information</p>   | <p>Data captured – name, email, phone, company and general enquiry information – this may be stored on our CRM system for internal purposes</p>   |
| <p>Live Chat Feature</p>   | <p>All live chat sessions are recorded and logged, where an email address is entered the information is automatically added to the CRM system</p> |
| <p>Lead Forensics</p>  | <p>Data captured using IP address – Company name and information. Used for sales and marketing purposes.</p>                                      |

### **Why is it being collected?**

Your information is collected for internal processes, marketing purposes and lead capture information. Where an enquiry is made, information relating to the requirements/request, including the company, name, email and/or phone number, will be collected, recorded and passed on via the sales process e.g. direct to the Commercial Manager/Account Manager/Operations Manager as deemed relevant. This information may be kept on our CRM system when appropriate, to record information relating to an enquiry, requirement, booking, order, quote or complaint. This information is used internally unless consent is obtained to send marketing material.

Where consent is given for marketing purposes, either email, postal or telephone, details are collected in order to send out information. Such information can be in the form of bi-monthly newsletter, email marketing, postal campaign, telemarketing.

### **How will we use the information about you?**

We may use the information we have collected about you when you sign up to a mailing list, make a booking, respond to a marketing communication, sign up for a download, or visit our website in the following ways:

- Personalise your experience and allow us to deliver the information most relevant to your requirements and needs
- Improve our website
- Service your requirements by responding to your customer service requests
- Administer a promotion, survey or other site feature
- Ask for ratings and reviews of our services
- Follow up information following initial correspondence e.g. Live Chat, email, phone enquiries

We will not share your information for marketing purposes with companies outside of The NX Group.

### **Who will it be shared with?**

Your information will not be shared outside of The NX Group, we do not sell or share information outside of the group. Your information will be stored on external platforms, including a CRM system and email marketing platform where applicable. Information will be shared internally for reporting, targeting and accounts purposes.

### **Is the intended use likely to cause individuals to object or complain?**

Where complaints, objections or queries are required, the individual should contact [marketing@thenxgroup.com](mailto:marketing@thenxgroup.com). All individuals are able to unsubscribe at any time by emailing [marketing@thenxgroup.com](mailto:marketing@thenxgroup.com) or using the unsubscribe button on all email marketing materials

### **Your right to access data**

In accordance with GDPR 2018 regulations, individuals have the right to access data. This includes all personal data held by The NX Group, solely that of the individual only. Such information can be requested at any time by emailing [marketing@thenxgroup.com](mailto:marketing@thenxgroup.com) with a written request. Information shall we shared with the individual within 30 days.

### **How will we ensure security of your data?**

Security of data is important to The NX Group, and ensuring we keep your data safe in paramount in everything we do. All platforms are all secure, including password and encryption. All platforms comply with GDPR guidelines. If at any point you feel your information is not secure, please contact us direct & request to discuss this with the Marketing department.

We operated our website via SSL technology to ensure your information is secure and encrypted.

### **Consent for marketing:**

Here at The NX Group we take your data privacy seriously and will only use your personal information to administer your account and to provide the services you request from us. This includes the bi-monthly newsletter & other targeted email marketing for our services.

You can sign up for our email marketing activities by using our [MailChimp Sign up Form](#) – this is a double opt-in platform. Your information will be hosted on the MailChimp email marketing platform. By signing up to this you are agreeing to receiving the latest information from The NX Group, including the bi-monthly newsletter and other relevant information. You will also have the option to sign up for our postal mailer campaigns.

Alternatively, you can provide consent by using the form below and returning this to [marketing@thenxgroup.com](mailto:marketing@thenxgroup.com).

If you consent to us contacting you for this purpose, please tick to say how you would like us to contact you:

- Post       - Email       - Telephone

Name:

Email Address:

Company:

### **Cookies Policy: Google Analytics**

By using or accessing the Website, you are consenting to The NX Group's use of Cookies as follows:

This policy helps to explain the occasions when and why cookies may be sent to visitors to the Website (referred to in this policy as "we", "us" or "our") "Cookies" are text only pieces of information that a website transfers to an individual's hard drive or other website browsing equipment for record-keeping purposes. Cookies allow the Website to remember important information that will make you use of the site more convenient. A cookie will typically contain the name of the domain from which the cookie has come, the 'lifetime' of the cookie and a randomly generated unique number or other value. Like most websites, we use cookies for a variety of purposes in order to improve your online experience, for analytics and for marketing, but specifically we use Cookies on the website for the following purposes:

1. **Analytical Purposes:** We use Cookies to analyse user activity in order to improve the website. For example, by using Cookies we can look at search patterns and page visits, highlighting where we require additional edits to service webpages and information available to you.
2. **Marketing:** We use Cookies from a third-party partner, Google Analytics, for marketing purposes. These Cookies allow us analyse visits to our website.

If you do not wish for us to store your Cookies, you will need utilise the [Google Analytics Opt-out Browser Add-on](#).

### **Cookies Policy: CRM HubSpot**

Personal data will be collected and hosted on our CRM (HubSpot) when you complete any of the following:

- Fill out a contact form / comments on our website / blogs
- Use our live chat feature & complete the contact information

By completing one or all of these, you will be provided with the option to opt-out of sending your personal data to our secure CRM system. This data will not be passed on to any third-parties and will only be used to follow up any sales enquiries. You will have the option to opt-out of all communications with The NX Group at all times. For more information please email [marketing@thenxgroup.com](mailto:marketing@thenxgroup.com)