

# Privacy policy

## Your privacy

Protecting your privacy is one of our top priorities. Please take a few minutes to review this policy.

## Our privacy commitment

This document sets out the basis on which OTC Publications Limited (“OTC Publications”) will process any personal data we collect from you and what cookies we use and why.

We shall make every effort to protect your privacy by adopting a consistently high level of site security and adhering to strict company policies on how we store and use personal information. This privacy policy has been developed in accordance with our legal obligations and may be updated from time to time.

If we make any changes to our privacy policy, we will post the revisions on our site.

### 1. What information is being collected and how is it used?

There are various sections of the website, for which we collect different information. What we collect and how this is used is as follows:

#### 1.1 Registered Users

Many of our websites require subscriptions and/or registration to access certain functions, services or content. You will know what information is being collected via these processes when you complete required details prior to submission (including which information is mandatory). We will collect data relating to any transactions you carry out through our website(s) and to the fulfillment of your orders. We collate data about registered users and to which publications and services they have subscribed so as to understand our customers that we may easily fulfill their subscription requirements. Once you start using our sites, we may track and keep a record of the pages you visit. We collect this data from groups of users to get a sense of how people are using our sites and which content and areas are most popular. This helps us improve what we offer on our sites. We will also use your data to monitor for any unauthorised use of our websites, content or subscriptions to our publications. You will be given at least one opportunity to opt in or out (as applicable) from receiving marketing emails from OTC Publications and third parties. For users who have opted to receive marketing emails from OTC Publications (and others where indicated and there is a jointly supplied product or service), and visit our websites through links provided in these emails, we may send back information about your website usage to our third party email direct- marketing provider. This is for the purpose of understanding the effectiveness of our email marketing campaigns and for targeting future email campaigns.

#### 1.2 All users

As you browse the website, we collect information about your use of the site including but not limited to traffic data and location data. Essentially this will normally be which pages you

have visited, how long you stay online and where you are located. We will not be able to identify who you are from the information we store, but we will be able to identify where you are located.

### 1.3 What else do we collect when you use our website?

Each time you use the internet, an IP address is assigned to your computer via the internet service provider. This number may either be the same or different each time. Each time your computer requests information from our website, we log your IP address on our server and may log operating systems and browser types for system administration and to report aggregate information. We may use this in order to gather information about the website traffic and usage. Whether you are a registered user or not, our web server collects certain information such as (a) IP address (b) host names (c) domain name (d) time and date information as requested (e) the browser version and platform when it is requested (f) a record of which pages have been requested. If you contact us, we may keep a record of that correspondence and use it to contact you in response and/or to update our records. We may use all information to enforce our legal rights and protect against unauthorised access, use, activity and/or copying, either personally or via third party contractors and advisors. This may involve using your name and subscription details on a database with other publishers' data for detection purposes.

### 1.4 What else do we use personal information for?

Other than for fulfilling our obligations to you (where these exist), on some occasions we use the information provided to produce aggregate statistics in relation to pages being accessed. We may also use it to monitor usage patterns on the website in order to improve navigation and design features to help you get information more easily. This information is provided to us as daily log files. In order to help us develop the website and our services, we may provide such aggregate information to third parties. The statistics, however, will not include any information that can be used to identify any individual. We may contact you to notify you about changes to our service. We also may send you non-marketing emails for the purpose of inviting you to partake in surveys or market research which we conduct or which third parties are conducting. In addition to responding to complaints or claims received or discovered, referred to above, or to any breaches of our Website Terms and Conditions, we may use all information supplied or collected on this Website to enforce our legal rights and protect against unauthorised access, use, activity and/or copying, either personally or via third party contractors and advisors and/or protect the rights, property, or personal safety of other users of the websites and the public. This may involve using any details supplied by you including your name and contact details.

## 2. How long do we keep the information we collect?

We keep (including via our contractors) your personal information for as long as necessary to fulfill our obligations to you and to protect our legal interests or as otherwise stated to you when such data is collected.

## 3. Cookies

### 3.1 What are cookies?

Cookies are small text files which a website may put on your computer or mobile device when you first visit a website. Cookies are widely used by websites to help remember small amounts of information and give you a better experience using the website. For example, a cookie will help the website to recognise your device the next time you visit so you don't have to log on again, they will remember what items you placed in a shopping basket or recall your preferences such as the language in which you want to read a site.

Certain cookies contain a limited amount of personal information. For example, if you click "remember me" when logging in, a cookie will store your username. Most cookies won't collect information that identifies you, and will instead collect more general information to help us analyse how well our website is performing overall so we can try and improve it.

### 3.2 How we use Cookies

OTC Publications uses cookies on most of our websites to perform different functions. These are grouped into four main categories:

#### Technically Necessary Cookies

Some essential functions of our websites are only possible if information is stored persistently between each page you look at. For instance, if you log in to a site to access subscriber only content, we use a cookie to remember that you are logged in, so you do not have to enter your details on each page you visit.

#### Customisation and Personalisation Cookies

In order to allow you as an individual, or our institutional customers, to customise our products and websites, we need to remember who you are and what you want. We use cookies to record your preferences regarding website appearance, what content you've already read, and to present the information that is most relevant to you.

#### Performance Monitoring Cookies

We utilise other cookies to analyse how our visitors use our websites and to monitor website performance. This allows us to provide a high quality experience by customising our offering and quickly identifying and fixing any issues that arise. When we send marketing emails to users who have chosen to receive them, we use a cookie that lets us track the success of campaigns. We may use this information to determine which of our emails are more interesting to users, or to query whether users who do not open our emails wish to continue receiving them. We don't use cookies to find out how specific individuals use our products, only to gather general statistics that can help us give you a better experience.

#### Third Party Cookies

OTC Publications websites sometimes integrate with other companies' sites. For example, we integrate with social networking sites, such as Twitter and Facebook, to make it easier for you to share what you have read. These sites place their own cookies on your browser as a result of us including their icons and 'like' or 'share' buttons on our sites. Like most commercial publishers, we also sell advertising space, or 'banner ads' on some of our websites. These ads are served directly from a third party advertising broker. They place

cookies on your browser in order to track how many people have seen a particular ad, and for other technical reasons.

### 3.3 How to remove or block Cookies

Your internet browser has tools that allow you to remove or block cookies. More information can be found here: <http://www.aboutcookies.org/>

### 3.4 What will happen if I block OTC Publications Cookies?

Depending on which cookies you block, the site may stop working, or certain features may stop working correctly. If the cookies marked below as ‘technically necessary’ are blocked, the site will probably not be usable.

### 3.5 OTC Publications Cookie List

The list below shows the majority of cookies on used on our sites, or set by third parties from our sites. The list is subject to change.

<b>Cookie name</b>	<b>Category</b>	<b>Purpose</b>	<b>Further information</b>
yourAuthCookie	Session	Used to allow access to member specific areas of the website.	
ShoppingCart	Persistent	Used to store information about the contents of your shopping basket.	
ASP.NET_SessionId	Session	Used to store information about your actions on the website.	
__utma __utmb __utmc __utmz	Google Analytics	Used to understand how the site is being used in order to improve the user experience. All user data is anonymous.	<a href="#">Google Privacy Policy</a>

## 4. To whom will information be disclosed?

Other than as expressly agreed by you or stated when data is collected or within this policy, we will not disclose your personal data to any third parties other than:

(i) our co-owners (where applicable), Licensors, contractors and advisors who must keep this data confidential. For the International Forum on Quality and Safety, this will include transferring your data outside of the EEA to the USA. This may also be the case for other co-owners or licensors;

(ii) as required to enforce our legal rights (including property, safety, our customers or others);

(iii) fraud protection and credit risk reduction;

(iv) where our company or its assets (to which your data relates) are to be acquired by a new company location data may be shared;

## 5. How personal information is stored and protected

Your personal data is stored in our databases or those of our contractors. It is only available to our web administrators, our contractors and selected authorised people on a password-protected basis. The data that we collect from you may be transferred to and stored at a destination outside of the European Economic Area (“EEA”). It may also be processed by staff operating outside of the EEA who work for us or are our suppliers. Such staff may be engaged in, among other things, hosting the fulfilment of your order, processing your payment details and providing support services. By submitting your personal data, you agree to this transfer, storing or process. We will take all steps reasonably necessary to ensure that your data is treated securely by us and our contractors and in accordance with this privacy policy. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. Please do not share your password(s) with anyone.

### 5.1 Security

We understand that the security of your information is important to you. We also understand that our continued success as a publisher on the web relies on our ability to communicate with you in a secure manner. We adhere to the highest standards of decency, fairness, and integrity in our operations. We use several measures to authenticate your identity when you visit our site. We also take steps to protect your information as it travels the internet, and to make sure all information is as secure as possible against unauthorised access and use (for example, by hackers). We review our security measures regularly. Despite our best efforts, and the best efforts of other firms, ‘perfect security’ does not exist on the internet, or anywhere else. Unfortunately, the transmission of information via the internet is not completely secure. Although we shall do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### 5.2 Authentication

You should not share your user name and password with other people. If you think you might lose or forget these identifiers, write them down and keep each in a separate place.

### 5.3 Email

Any email between you and OTC Publications is not encrypted. It will be stored securely within our corporate ‘firewall’.

### 5.4 Data within our walls

The information we collect about people visiting the site is stored in secure environments that are not available to any other individual or party. We have mechanisms in place to protect

data. One such mechanism is called a "firewall." A firewall is a barrier that allows only authorised traffic through. It safeguards our computer systems and your information. We also use system and application logs to track all access. We review these logs periodically and investigate any anomalies or discrepancies.

## 6. Contact us

Please contact us if any of the data we hold about you becomes inaccurate and if you have any queries or concerns about the data we are holding about you. Also we welcome your feedback about what you like or don't like about our sites. Your feedback is stored on a secure internal system that allows the appropriate person to respond to you.

## 7. Linking to external sites

Occasionally, you will encounter links to other sites that are not related to OTC Publications. Please be aware that once you click to one of these sites, you are subject to that site's privacy policy and not to ours. You may wish to review the privacy policy for each site you visit.

## 8. Your consent

By submitting your information, you consent to the use of that information as set out in this policy. You should review this policy regularly to note any changes as to how we collect and use personal information.

Thank you for reviewing this information.

Date of last update: January 2014