

# Privacy Policy

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## Introduction - how we use your information

The Mark Allen Group (MAG) includes the following companies MA Music, Leisure and Travel Ltd (MAMLT), MA Business Ltd (MAB), Airport Publishing Network (APN), MA Healthcare Ltd (MAHC), George Warman Publications (GWP), MA Education Ltd (MAED) & MA Exhibitions (MAX). MAG is registered at St Jude's Church, Dulwich Road, London, SE24 0PB

MAG takes the privacy of its 'Users' (defined as any person who is a reader, accesses any MAG website, or is a customer or client, or forms part of its researched database) very seriously and is committed to safeguarding their privacy and their personal information. MAG complies with the principles of the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003, as amended 2011. This Privacy Policy relates to MAG's use of any personal information provided to them through the MAG network of websites.

In order to provide users with its services, MAG may request and/or record information about them. We therefore believe that we have a "legitimate business interest" to collect and use this information. This privacy notice explains the type of information collected; how it will be used; whether it will be disclosed to third parties and the use of cookies.

MAG websites contain hyperlinks to websites owned and operated by third parties and these websites will have their own privacy notices and MAG encourage users to review them. MAG does not accept any responsibility or liability for the practices of such third party websites and users should read carefully their privacy statements. MAG understands that some communications may be relevant to users and others are not and some unsolicited communications are unwelcome, so it is fully committed to ensuring that the rights and obligations set out in the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003, as amended 2011, are respected.

## Personal information collected

MAG will ask for limited personal information when users register to receive a service from a MAG website, such as a newsletter or take part in a competition or survey, or book a place at an event. MAG will also collect personal information from users when they register for one of its publications or when users communicate over the telephone or via written correspondence. This can include information such as name, job title, postal address, telephone or mobile number, fax number, email address. The information collected will vary depending on the website, but only by supplying this data, is MAG able to provide users with the services requested.

## How the information is used

The personal information may be used for a number of purposes including the following:

1. To carry out MAG's obligations arising from user's registration or request.
2. For market research surveys/analysis.
3. For generic, anonymous tracking, to create general website statistics for analysis.

4. User specific tracking to count page views of advertisers' information enhancements. Individuals selecting such information may be identified to the associated advertiser as interested viewers.
5. To create a user online community.
6. To comply with any legal or regulatory requirements.
7. Planning and managing MAG's business activities by understanding aggregated analysis on behaviour and habits.
8. To provide users with other MAG information, products or services, which it feels may interest them.
9. Where you have provided us with the appropriate consents, we may also pass your information for marketing purposes or host messages on behalf of selected third parties in the following sectors, where the information they provide will be relevant to you:

MAMLT - Professional Associations, Automotive, Charity, Education and Training, Recruitment, Business and Leisure Travel, Events, Conferences and Exhibitions, Financial Services, Surveys and Research, Media, Broadcast and Marketing, Publishing and Subscriptions, Business and Information Services, Electronics, Computers, Software and AV, Sports and Sportswear, Gaming, Betting, Telecoms and Retail and Partners and Sponsors of Promotions, Events and Competitions.

MAB – Engineering design, electronics design, machine tools and production management, manufacturing management, IT, purchasing, transport and plant engineering, printing, recycling & waste.

MAED – Education, including service providers, equipment suppliers.

MAHC – Pharmaceutical & medical, including equipment & service suppliers.

APN – Ground handling, airport & airline services, including equipment & service suppliers.

MAX – All sectors covered by MAG, plus packaging, labelling & drug delivery systems.

GWP – Dental sector, including equipment & service suppliers.

MAG may also disclose user's personal information to any member of the MA group. In the event that any companies or business of MAG is acquired by or merges with another company, your personal information may be passed to the purchasing/merging company amongst the transferred business assets. This will enable your relationship to continue with the relevant MAG business despite the change of ownership. Your personal information may also be passed (on a confidential basis) to companies with whom the MAG is negotiating such a sale/merger as part of the verification exercise carried out on MAG by the third party.

## Disclosure of information

MAG may disclose user's personal data where it believes it is compelled to do so by law. Occasionally, MAG may share contact information with carefully selected third party companies whose products and services it feels may be of interest and operate in the sectors outlined in the previous section. MAG will keep these offers relevant to user's interests. All will contain an easy method to unsubscribe from any email or mobile messages no longer wanted.

MAG use a number of partner organisations to help provide a service to customers (e.g. fulfilment bureaus, subscription bureaus, mailing houses). These organisations act as data

processors and sign a confidentiality agreement with MAG to ensure that they can control how they use personal data. Some of MAG's partners may be located outside the European Economic Area (EEA). Countries outside the EEA may not be required to protect personal information as stringently as countries inside.

## User rights and access to information

Under the Data Protection Act 1998 users have the right to request a copy of the personal information held about them. This right of access can be exercised in accordance with the Act. Any access may be subject to an administration fee of £10 to meet MAG's costs. If any of the personal information held by MAG is incorrect, then please get in touch using the contact details below and it will be updated as soon as practically possible.

## Changes to our Privacy Policy

This privacy policy may be updated at any time with or without notice in order to comply with new practices or regulations and will be posted on this page.

## Cookies and your privacy

Users should be aware that information may be collected through the use of cookies, whenever accessing MAG websites and/or third party websites. Some cookies are essential for MAG in order to provide users with the services they have requested. When using MAG websites, users agree to the use of the non-essential cookies, unless they set their browser to reject them. A cookie is a small file, which is placed on a user's device when they visit a website or open certain emails. A cookie itself does not contain or collect personally identifiable information. Cookies are used for the following purposes:

1. Identifying users when they sign into a website, allowing them to see a customised version and therefore eliminating the need to re-enter their log-in details.
2. Tracking use of MAB websites to better develop them in the future.
3. To speed up searches.

## Liability

The user shall indemnify MAG against costs claims demands or expenses incurred or made against MAG as a result of any breach of this Privacy Policy.

## How do I opt out of the various activities?

If you do not wish to receive certain types of communication, just let us know. When you register for any of our publications, you will be given the opportunity to opt out from all third party communications. Any marketing communications you do subsequently receive from us will always include a clear, simple method to 'opt-out' of future communications. This can be at

various levels e.g. If you don't wish to receive any communications at all, we can stop everything - just let us know (using the contact details below). If you just want communications on certain subject areas stopped, again just let us know (use the contact details below). Alternatively you can simply block messages from particular magazines or specific third parties by using the option contained within all communications.

The Telephone Preference Service (TPS) and the Mailing Preference Service (MPS) offer consumers protection against unsolicited marketing contact. If you are registered on either service, MAG will assume that your subsequent submission of personal data means that you have consented to receive marketing from us, as under data protection legislation, we believe we can demonstrate that we have a legitimate interest in using your data for some marketing purposes but you always have a choice. If you wish to opt out of this use of your data, then please email the data controller using the details below.

## Contact

If you have any questions, comments or requests regarding this privacy policy, please contact:

Data Controller  
Mark Allen Group  
St Jude's Church  
Dulwich Road  
London  
SE24 0PB  
[datacontroller@markallengroup.com](mailto:datacontroller@markallengroup.com)