

Privacy and Cookie Policy

1. Introduction

We are committed to respecting the privacy of everyone whose personal information we collect, handle, protect or store. This includes our employees, clients, suppliers, contacts and visitors to our website.

This Privacy Policy sets out how we collect, use and protect your data and outlines your rights concerning your information.

We do not sell your personal data.

2. Who we are

Landmark Public Affairs is the trading name of the data controller **Landmark Public Policy Advisers Europe Limited** ("LPPAEL"), registered in England & Wales number 6210504.

When you read **Landmark Public Affairs**, **we** or **us** in this policy, it refers to this controller.

3. Data we collect

We collect personal data as part of providing services to you. We receive some data automatically when you visit our website, and in some countries that data might be considered personal data. We may also monitor or record calls, emails or other communications in accordance with local laws.

Personal data is any information relating to an identified or identifiable individual, as defined by applicable laws including the EU General Data Protection Regulation (GDPR).

Examples of personal data that we process are:

- Name and title
- Physical address
- Contact details including email addresses and telephone numbers
- Job title
- Financial information, including payment-related information
- Personal information provided to us by or on behalf of our clients or generated by us as we provide services to them

We use your personal data for the following purposes:

- **Services:** Providing the services you have requested
- **Communications:** Sending you relevant messages, including invitations for our own or our clients' events

We do not collect any special category personal data.

4. How we obtain personal data

We collect personal data from you when:

- You register for an event
- You subscribe to newsletters or other regular updates
- You send us your CV or apply for a job
- You enquire about services or business opportunities
- You contact us for further information
- You provide us with business cards or other contact information.
- You visit our website

This includes occasions when you phone us, contact us by email or social media messaging, or meet us in person.

Our clients or other people acting on their behalf sometimes provide us information which includes personal data. We may also generate personal data as we provide services to our clients.

We do collect information from publicly available sources and this may include personal data such as your professional email address or telephone number.

5. Legal basis

We will only use your personal data either where:

- we have your consent; or
- because there is a legitimate interest for us to do so. When processing your personal data on the basis of a “legitimate interest” we will make sure that we consider your rights and interests and will not process your personal information if we think it is not fair to do so.

We rely on legitimate interest in the following circumstances:

- Contacting you while your company is a customer of LPA
- Contacting you after your company is no longer a customer of LPA
- Some of our marketing activity, notably inviting you to events

6. How we store personal data, for how long and who can access it

We keep personal data in different ways:

- as physical documents which we keep under appropriate security conditions and take every effort to shred on disposal;
- as digital files stored on our own secure servers located in the European Union, with reputable Cloud providers whose servers are also located in the European Union; and
- on computers under the control of our staff and external professional service providers.

The persons and entities who can have access to your personal data are:

- LPA company directors and staff based in London (UK), Brussels (Belgium) and New York City (NY, USA);
- external professional service providers, such as our IT system provider; and suppliers where this is necessary to deliver the products and services to your company, for example if we arrange to design and print a document including your name on your behalf, then we have to disclose your name to the designer and printer. LPPAEL remains the data controller unless we inform you otherwise.

It may be necessary to transfer your personal data to employees located outside of the European Economic Area. The data protection and other laws of these countries may not be as comprehensive as those in the UK or the EEA - in these instances we will take steps to ensure that your data is given an equivalent level of protection as it is in the EEA.

We will not sell your personal information or transfer it beyond the persons and entities listed above.

There are four exceptional cases where we may be obliged to disclose your data. These are:

- Where we are legally compelled to do so
- Where there is a duty to the public to disclose
- Where disclosure is required to protect our interest
- Where disclosure is made at your request or with your consent

We keep your personal data for as long as is reasonable and necessary for the relevant purpose. We do retain personal data after our service has been completed or otherwise come to an end in line with our legal and regulatory requirements, and for as long as you may legally bring claims against us.

What are your rights?

You have the right to:

- withdraw your consent to the processing of your personal data at any time, without affecting the lawfulness of processing based on consent before its withdrawal.
- have access to your personal data;
- have inaccurate data corrected or removed;
- object to the processing of your personal data, including for marketing purposes;
- ask for deletion of your personal data where it is no longer necessary for us to use it, you have withdrawn consent or we have no lawful basis for keeping it.

If you have any questions regarding this Notice or you want to exercise your rights please contact brussels@landmarkpublicaffairs.com

You also have the right to complain to the relevant Supervisory Authority about our processing of your personal data. In the UK, the Supervisory Authority is the Information Commissioner's Office (ICO) who can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

7. IP addresses and Cookies

7.1. IP addresses

When you visit our website, your IP address is automatically collected, but our analytic software only uses this information to track how many visitors we have.

Depending on the circumstances, IP address data may allow conclusions to be drawn about your interaction with the website. However, we do not combine addresses with other information about users and so cannot identify specific users by way of IP addresses.

7.2. "Cookies"

To facilitate the use of our website, we use some "cookies". Cookies are text extracts that are placed on your computer's hard drive when you visit certain websites. The cookies that we use do not store any personal data.

As part of a service provided by Google Analytics, we use first-party cookies. The purpose of these cookies is to understand – at an anonymous, statistical level – who our site visitors are, what brings them to the site and what use they make of it. The longest cookie lifespan of these first party cookies is 2 years.

The majority of web browsers automatically accept these cookies. You can avoid this by changing the settings of your browser.

LPA does not use third party cookies or non-HTTP Local Shared Objects (LSO) cookies such as Flash or Silverlight.

8. Security

We maintain appropriate technical and organisational measures to protect against unauthorised or unlawful processing of personal data and/or against accidental loss, alteration, disclosure or access, or

accidental or unlawful destruction of or damage to personal data. These measures are aimed at ensuring the on-going integrity and confidentiality of personal data.