



Business Cost Reduction Associates Limited

Privacy and cookies notice

Last updated: 17 April 2018

## Introduction and general terms

The aim of this privacy policy is to explain to you how we control and process your data. This includes the collection, usage, disclosure, transfer, storage and disposal of your data. Business Cost Reduction Associates Ltd is committed to protecting your personal information when you are using our services, which we want to be a safe and enjoyable experience. This Privacy and Cookies notice relates to our use of any personal information that we collect from you when using our website and online services. It also relates to our use of any personal information you provide to us by phone, SMS, email, in letters and other correspondence and in person.

This Privacy and Cookies notice explains the following:

- What information Business Cost Reduction Associates Ltd may collect about you;
- How B Business Cost Reduction Associates Ltd will use information we collect about you;
- When Business Cost Reduction Associates Ltd may use your details to contact you;
- Whether Business Cost Reduction Associates Ltd will disclose your details to anyone else;
- Your choices regarding the personal information you provide to us;
- The use of cookies on Business Cost Reduction Associates Ltd websites and how you can reject cookies.

Business Cost Reduction Associates Ltd is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all applicable laws concerning the protection of personal information, including the Data Protection Act/General Data Protection Regulation 2018 (these laws are referred to collectively in this Privacy and Cookies Policy as the "data protection laws"). No website can be completely secure.

The Business Cost Reduction Associates Ltd website may contain hyperlinks to websites owned and operated by third parties. These third party websites have their own privacy policies, and are also likely to use cookies, and we therefore encourage you to review them. They will govern the use of personal information you submit when visiting these websites, which may also be collected by cookies. We do not accept any responsibility or liability for the privacy practices of such third party websites and your use of such websites is at your own risk.

For a full version of our Privacy policy please click [here](#).

## Who are we?

Business Cost Reduction Associates Ltd is a cost management consultancy that works with SMEs and larger corporate companies throughout the lifetime of their business to increase efficiency, manage risk, ensure compliance and rationalise procurement costs. We help you to streamline your business' essential spend across a range of services: energy, telecoms, business supplies, insurance, finance, water, HR and H&S and vehicles.

To find out more, please click [here](#).

## What information will Business Cost Reduction Associates Ltd collect about me?

When using our website, the personal information other than business information that we collect may include but not be limited to your name, address, email address, IP address, and information regarding what pages are accessed and when. Like many other websites, the Business Cost Reduction Associates website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to

improve our website and deliver a better, more personalised service. For more information please see the section on cookies.

When interacting with the Business Cost Reduction Associates Ltd office, either by phone, email or a face to face visit, we may collect information including but not limited to your name, address, email address and phone number.

When entering into a business agreement with Business Cost Reduction Associates Ltd we may collect information including but not limited to your name, address, email address and phone number. Please note that sometimes we will require you to provide additional personal information, and sometimes sensitive personal information. When we do this, we will provide further information about why we are collecting your information and how we will use it.

### **How will Business Cost Reduction Associates Ltd use the information it collects about me?**

Business Cost Reduction Associates Ltd will use your personal information for a number of purposes including, but not limited to, the following:

- To provide our services, activities or online content, to provide you with information about them and to deal with your requests and enquiries;
- To provide you with the most user-friendly online navigation experience;
- We may also show you relevant advertising on third party sites where you have agreed to this;
- To contact you about a contact us or subscription submission you have made;
- To use IP addresses and device identifiers to identify the location of users, to block disruptive use, to establish the number of visits from different countries, and to determine whether you are accessing our services from the UK or not;
- For analysis and research purposes so that we may improve the services offered by Business Cost Reduction Associates Ltd. This can include using geo-demographic information from external sources, where this helps us ensure we are providing the best service possible;
- We may also use and disclose information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.

Where Business Cost Reduction Associates Ltd proposes using your personal information for any other uses we will ensure that we notify you first. Please see the section on Changes to Business Cost Reduction Associates Ltd's Privacy and Cookies Policy for details.

### **When will Business Cost Reduction Associates Ltd contact me?**

#### **General contact**

We may contact you in relation to any contact or enquiry that you submit to us when using our website and online services. This also relates to any personal information you provide to us by phone, SMS, email, in letters and other correspondence and in person.

#### **Contact for marketing purposes?**

Business Cost Reduction Associates Ltd will only send you marketing emails where you have agreed to this. We offer monthly emails in the form of business updates and newsletters to help you to keep up to date with legislation relevant to your business and to provide the latest news from across our industries. We also send half yearly newsletters to let you know about Business Cost Reduction Associates' news and services. We will also email you on an adhoc basis on the occasion that the business experiences technical issues which may mean

we are not able to offer our usual level of service or if we are aware of any issues with suppliers that could impact our clients.

We may personalise the message content based upon any information you have provided to us previously and your business type.

We may use information which we hold about you to show you relevant advertising on third party sites (e.g. Facebook, Google, LinkedIn and Twitter). If you don't want to be shown targeted advertising messages from Business Cost Reduction Associates, some third party sites allow you to request not to see messages from specific advertisers on that site in future.

### **Will Business Cost Reduction Associates Ltd share my personal information with anyone else?**

We will keep your information within Business Cost Reduction Associates Ltd except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies) or as described in this section and the section concerning Offensive or Inappropriate Content.

Generally, we will use your information within Business Cost Reduction Associates Ltd and will only share it outside Business Cost Reduction Associates Ltd where you have requested it, given your consent or it is required as part of tendering process. However, we may share with third party sites (e.g. Facebook, Google, LinkedIn and Twitter) some data, with appropriate security measures, to show you relevant advertising on third party sites, as set out above. Sometimes Business Cost Reduction Associates Ltd uses third parties to process your information on our behalf, for example to provide analysis. Business Cost Reduction Associates Ltd requires these third parties to comply strictly with its instructions and Business Cost Reduction Associates Ltd requires that they do not use your personal information for their own business purposes, unless you have explicitly consented to the use of your personal information in this way.

In some instances, we may hold personal information on servers which are located outside the EEA. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US. For further details, see [European Commission: EU-US Privacy Shield](#).

### **Offensive or inappropriate content sent to Business Cost Reduction Associates Ltd**

If you post or send content which may reasonably be deemed to be offensive, inappropriate or objectionable anywhere on or to Business Cost Reduction Associates Ltd websites, social media or communications channels, Business Cost Reduction Associates Ltd may remove such content.

Where Business Cost Reduction Associates Ltd reasonably believes that you are or may be in breach of any applicable laws, for example on hate speech, Business Cost Reduction Associates Ltd may disclose your personal information to relevant third parties, including to law enforcement agencies or your internet provider. Business Cost Reduction Associates Ltd would only do so in circumstances where such disclosure is permitted under applicable laws, including data protection law.

### **What if I am aged under 18?**

Business Cost Reduction Associates Ltd is a B2B business model unlikely to deal with minors however if you are, the following applies:

If you are aged 18 or under, please get your parent or guardian's permission before you submit any personal information to Business Cost Reduction Associates Ltd when using our website and online services. This also relates to any personal information you provide to us by phone, SMS, email, in letters and other correspondence and in person.

### **How long will Business Cost Reduction Associates Ltd keep my information?**

We will hold your personal information on our systems for as long as is necessary for undertaking of the relevant activity, or as long as is set out in any relevant contract you hold with Business Cost Reduction Associates Ltd.

### **Can I request that my data be deleted?**

Please see the section on finding out what data BCR Associates Ltd holds about you.

### **Can I find out what data Business Cost Reduction Associates Ltd holds about me?**

Under the Data Protection Act/General Data Protection Regulation you have the right to request a copy of the personal information BCR Associates Ltd holds about you and to have any inaccuracies corrected or your data deleted. We require you to prove your identity with 2 pieces of approved identification. We will use reasonable efforts consistent with our legal duty to supply, correct or delete personal information about you on our files. Please address requests and questions about this or any other question about this Privacy and Cookies Policy to the Data Protection Manager, BCR Associates Ltd, Estuary House, Peninsula Park, Rydon Lane, Exeter, Devon, EX2 7XE. (Email:info@bcrassociates.co.uk). We will need two copies of forms of identification, which can be:

- Passport
- Driving licence
- Birth certificate
- Utility bill (from last 3 months)
- Current vehicle registration document
- Bank statement (from last 3 months)

## **Cookies**

### **What is a Cookie?**

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (all referred to here as a "device") web browser from a website's computer and is stored on your device's hard drive. Each website can send its own cookie to your web browser if your browser's preferences allow it. Many websites do this whenever a user visits their website in order to track online traffic flows. Similar technologies

are also often used within emails to understand whether the email has been read or if any links have been clicked. If you continue without changing your settings, we'll assume that you are happy to receive all cookies on the Business Cost Reduction Associates Ltd website. However, you can change your cookie settings at any time. Please note that cookies can't harm your computer. We don't store personally identifiable information in cookies we create, but we do use encrypted information gathered from them to help improve your experience of the site. For example, they help us to identify and resolve errors. During the course of any visit to the Business Cost Reduction Associates Ltd website, the pages you see, along with a cookie, are downloaded to your device. Many websites do this, because cookies enable website publishers to do useful things like find out whether the device (and probably its user) has visited the website before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

### **How does Business Cost Reduction Associates Ltd use cookies?**

Information supplied by cookies can help us to understand the profile of our visitors and help us to provide you with a better user experience. For example, if on a previous visit you went to our Courses pages, we might find this out from your cookie and relevant information on your second and subsequent visits. Business Cost Reduction Associates Ltd uses this type of information to help improve the services it provides to its users.

Please note that during your visits to Business Cost Reduction Associates Ltd websites you may notice some cookies that are not related to Business Cost Reduction Associates Ltd or our contractors.

To enhance the user experience, we sometimes embed content from social media and other third party websites. These may include YouTube, Twitter, Facebook, SoundCloud, Instagram, Pinterest and Flickr. As a result, when you visit a page containing such content, you may be presented with cookies from these websites and these third party cookies may track your use of the Business Cost Reduction Associates Ltd website. Business Cost Reduction Associates Ltd does not control the dissemination of these cookies and you should check the relevant third party's website for more information. If you continue without changing your settings, we'll assume that you are happy to receive all cookies on the Business Cost Reduction Associates Ltd website.

Where Business Cost Reduction Associates Ltd embeds content from social media and other third party websites, some websites may use Google Analytics to collect data about user behaviour for their own purposes. Business Cost Reduction Associates Ltd does not control this. For more information, see the Google webpage "[How Google uses data when you use our partners' sites or apps](#)".

### **Other information collected from web browsers**

Your web browser may also provide Business Cost Reduction Associates Ltd with information about your device, such as an IP address and details about the browser that you are using. We use information provided by your browser or by the link that you have clicked to understand the webpage that directed you to Business Cost Reduction Associates Ltd and this may be captured by performance cookies.

If you have any concerns about the way that we use cookies or respect your settings, then please contact [info@bcrassociates.co.uk](mailto:info@bcrassociates.co.uk).

### **Do not track browser settings**

Do not track (DNT) is a feature offered by some browsers, with some newer browsers offering it as default. If you enable it, it sends a signal to websites to request that your

browsing isn't tracked, for example by third party ad or social networks, or analytic companies. At present no industry-wide uniform standard has been agreed and adopted to determine how DNT requests should be managed, so our website doesn't currently respond to DNT requests. Until that standard is established, we'll continue to review DNT and other new technologies, but won't respond to DNT requests. We're giving you this information to comply with recent legislation, and to ensure that we are honest and clear about your privacy when using our website. We know you'd expect nothing less from us, and please be assured that we're working on a number of other privacy and cookie-related improvements to the website.

### **Changes to Business Cost Reduction Associates's privacy and cookies notice**

This Privacy and Cookies Notice may be updated from time to time so you may wish to check it each time you submit personal information to Business Cost Reduction Associates Ltd. The date of the most recent revisions will appear on this page. If you do not agree to these changes, please do not continue to use the Business Cost Reduction Associates websites to submit personal information to us. If material changes are made to the Privacy and Cookies Notice, for instance affecting how we would like to use your personal information, we will provide a more prominent notice (including, for certain services, email notification of Privacy Notice changes).

### **Contacting Business Cost Reduction Associates Ltd about this privacy and cookies notice**

If you any questions or comments about this Privacy and Cookies Notice please contact:

Steve Bolt  
Data Protection Manager  
Business Cost Reduction Associates Ltd  
Estuary House  
Peninsula Park  
Rydon Lane  
Exeter  
Devon  
EX2 7XE  
Email: [steve.bolt@bcrassociates.co.uk](mailto:steve.bolt@bcrassociates.co.uk)