



## PRIVACY POLICY

At Marelambis Limited we take your privacy very seriously. We will only use the personal information we collect about you if you have provided opt-in consent. We will ensure that all such information is processed fairly and lawfully, in accordance with our obligations and your rights under current UK legislation including, but not limited to the General Data Protection Regulation (GDPR) and the Privacy and Electronic Communication Regulations (PERC) 2003.

We take appropriate security measures in relation to the sensitivity of the information we hold on you, and we will not hold your information on our systems for any longer than is necessary for us to meet the purpose of holding that information.

The following statement sets out our policies regarding the personal information which we collect through our correspondence and website. The following policy describes our practices in relation to data collection and use, as well as your rights as a data subject.

Any changes we may make to our privacy policy in the future will be posted on this page. Our website address is: [www.londonpavementgeology.co.uk](http://www.londonpavementgeology.co.uk) which is hosted by Livetech. [www.livetech.co.uk](http://www.livetech.co.uk)

### WHAT PERSONAL DATA WE COLLECT AND WHY WE COLLECT IT

#### Comments

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address may be collected by Marelambis to test validity of email addresses.

#### Media

If you upload images to the website you are understood to have supplied location data for the image in question either manually on the website form or through the use of your mobile device's GPS capability and the Marelambis App.

#### Contact forms

**DATA USED:** IP address, user agent, name, email address, website may be stored by Marelambis on the database of the site on which it was submitted and upon request can be emailed directly to the owner of the form (i.e. the site author who published the page on which the contact form resides). This email will include the submitter's IP address, timestamp, name, email address.

**DATA SYNCED:** Post and post meta data associated with a user's contact form submission. The IP address and user agent originally submitted with the comment are synced as well.

#### Embedded content from other websites



Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

### **Analytics**

Our website host uses GOOGLE ANALYTICS which monitors stores Marelambis' website traffic and statistics. It does not identify you individually, but simply presents aggregated information about the numbers of visitors to our website at given times. For example, we can see that a specific page or post has 285 views, but cannot see which specific users/accounts viewed that post. Stats logs – containing visitor IP addresses and names, email addresses (if available) – are retained for the sole purpose of powering this application.

### **WHO WE SHARE YOUR DATA WITH**

We do not share any personal data with anyone outside of the two main website administrators Dave Wallis and Dr Ruth Siddall, and our hosting company, Livetech who administer the website and underlying database

### **HOW LONG WE RETAIN YOUR DATA**

If you leave a submission, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up or return to an approved submission later, automatically

### **WHAT RIGHTS YOU HAVE OVER YOUR DATA**

If you have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us for an administration fee. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

### **WHERE WE SEND YOUR DATA**

Visitor comments may be checked through an automated spam detection service.

### **YOUR CONTACT INFORMATION**

### **WE ONLY SAVE YOUR NAME AND EMAIL ADDRESS WHICH YOU OFFERED TO US DURING THE SUBMISSION PROCESS**

If you have any questions about privacy, or wish to exercise any of your rights as a data subject, please email [dave.wallis@marelambis.co.uk](mailto:dave.wallis@marelambis.co.uk)



## YOUR RIGHTS AS A DATA SUBJECT

The GDPR provides the following rights for individuals:

- The right to be informed about the information we collect and how it is used.
- The right to request a copy of the personal information being held.
- The right to rectification of information that is inaccurate or not up to date.
- The right to have personal data erased.
- The right to restrict processing if data are not being used for legitimate purposes, users can request that the purposes are restricted.
- The right to request a copy of the data in a commonly used, machine-readable format.
- The right to object to the use of the data in certain circumstances.
- Rights in relation to automated decision making and profiling: Automated individual decision-making is a decision made by automated means without any human involvement. Marelambis Ltd. does not engage in automated decision-making (Artificial Intelligence) and data will not be used in this manner.