Privacy Policy

Key details

This privacy policy describes how CultureHive protects and makes use of the information you provide to the website. Your information will only be used in the ways described in this privacy policy.

This policy is updated from time to time. This privacy policy was last updated on: 21/05/2018

CultureHive.co.uk is a website owned and managed by the AMA. If you have any questions about this policy, please email info@a-m-a.co.uk or write to: AMA, 7a Clifton Court, Cambridge, CB1 7BN.

Introduction

CultureHive gathers and uses certain information about individuals in order to provide products and services and to enable certain functions on the CultureHive website.

CultureHive also collects information to better understand how visitors use this website and to present timely, relevant information to them.

CultureHive is committed to protecting your privacy and takes its responsibilities regarding the security of your information very seriously.

When CultureHive gathers data

CultureHive may collect personal information from you when you use the website. This includes, but is not limited to, when you:

- Contribute material or submit to the website
- Enquire about the website, our services and/or about CultureHive
- Request or share information through the website
- Register for any email newsletters through the website
- Contact CultureHive through the website, via email, or in any other way

What data CultureHive gathers

This personal information may include, but is not limited to, the following:

- Your name (including your first name(s) and surname)
- Your email address
- Any personal information included in content that you submit to the website
- Website usage data

How CultureHive uses this data

Specifically:

- For our own internal records
- To respond to your questions or comments
- To customise the website for you
- To send you promotional emails about products, services, offers and other things that are relevant to you (see 'Controlling information about you' below)
- To contact you via email for research reasons

- To provide or administer activities relating to CultureHive or services through the website
- To display any content you have submitted on the website
- To provide you with information relating to CultureHive, the website, services or other information that is relevant to you (see 'Controlling information about you' below)

CultureHive stores all sign-up data on Mailchimp, an online platform used for email marketing. This is the only place your data will be stored.

Cookies and how CultureHive uses them

A cookie is a small file placed on your computer's hard drive.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you.

Cookies enable the CultureHive website to identify your computer as you view different pages on the website. They also enable CultureHive to identify how many people use the website.

The CultureHive website may use cookies to:

- Analyse web traffic using an analytics package, specifically Google Analytics. Aggregated usage data helps CultureHive improve the website structure, design, content and functions
- Recognise when you return to the website
- Show you relevant content, or provide functionality that you used previously
- Support remarketing campaigns e.g. through Google Adwords. This means you may see adverts from us on other websites after you have visited our website. We may also use other Google Analytics Advertising Features including: Google Display Network Impression Reporting, Google Analytics Demographics, and Interest Reporting. These features use data collected by Google Analytics through cookies and anonymous identifiers. They help us target and measure our online advertising. If you wish to opt out of this, you can do so by installing Google Analytics' opt-outs tool for your internet browser. Additionally we may use LinkedIn remarketing via the LinkedIn Insight Tag which creates cookies to collect metadata (such as IP address, timestamp, page events (like page views), and LinkedIn demographic information if there is an active LinkedIn.com member cookie present. Collected data is encrypted and held by LinkedIn.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Internet browsers normally accept cookies by default. However, it is possible to set an internet browser to reject cookies.

Cookies currently used on the CultureHive website

Cookie name	What is it used for?
Wp_settings	User settings
Wordpress_logged_in	User has logged in
Spu-Box	User has closed the newsletter signup box — do not show again on same website visit
Voted_2	User has voted in a poll (prevents multiple votes)
Cookie_content-dismissed	Read and agreed with cookie notice

In order to use the CultureHive website, you'll need to consent to CultureHive's use of cookies.

To learn more about cookies and how they are used, visit All About Cookies.

Controlling information about you

If you would like to unsubscribe to any of the CultureHive email newsletters and therefore remove the personal information you have previously provided to the mailing lists, please contact info@a-m-a.co.uk or unsubscribe via the email newsletters that you receive (there will always be an unsubscribe option at the bottom of every email).

We will never lease, distribute or sell your personal information to third parties. Any personal information we hold about you is stored and processed under the General Data Protection Regulation (GDPR) that comes into effect on 25 May 2018.

Security

CultureHive will always hold your information securely.

To prevent unauthorised disclosure or access to your information, CultureHive has implemented strong physical and electronic security safeguards.

Communications in connection with the website and its content may be sent to you by CultureHive by email. For ease of use and compatibility, communications will not be sent to you in an encrypted form. Email is not a fully secure means of communication.

Whilst the AMA and the CultureHive website aim to keep our systems and communications protected against viruses and other harmful effects we cannot guarantee this.

We also follow stringent procedures to ensure we work with all personal data in line with the General Data Protection Regulation (GDPR) that comes into effect on 25 May 2018.

Links from the CultureHive website

The CultureHive website may contain links to other websites.

Please note that we have no control of websites outside the http://www.culturehive.co.uk/ domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy. Always be wary when submitting data to external websites, read the data protection and privacy policies fully.

CultureHive does not guarantee that the website will be uninterrupted or error free, or that the website or your use of it will be free of viruses or harmful material.

You are responsible for ensuring that your computer is suitable to use the external website.

In circumstances where you suffer loss or damage arising out of or in connection with the use of the external website, we accept no liability.