

# CONSUMERS INTERNATIONAL'S WEBSITE PRIVACY POLICY

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## 2. Scope of policy

This policy covers Consumers International's desktop and mobile websites, email subscription services such as our e-newsletter, "Member Alert" mailings, and our blog.

If you are reading this policy because you are concerned with a privacy issue that is not covered by this document please contact us on [consint@consint.org](mailto:consint@consint.org)

## 3. Privacy principles

Consumers International is committed to the following:

### **Accurate, accessible information**

- Providing easy to access, accurate and understandable information about our privacy practices.
- Dated policies so users are aware of how recently that policy has been updated.

### **Choice**

- Giving you the opportunity to opt out of receiving emails by following the instructions contained within the communication.
- Providing clear information, where it occurs, on the impact that the collection and use of your data, by third parties, will have. E.g. Cookies.
- Ensuring that you have the relevant detail to make an informed choice about data sharing, and the tools at your disposal to enact that choice.

### **Data**

- Transparency on what data is collected, how it is stored and used.
- Consumers International does not sell your personal data, rent it out or share it with external agencies.
- The information is kept only as long as the user subscribes or until they unsubscribe to a list.
- If you unsubscribe from e-communications, the data you've submitted, in order to subscribe, is permanently deleted from our databases.

### **Security**

- Adherence to data protection standards and practices to help protect your information (while recognizing that no method of transmitting or storing electronic data is ever completely secure).

#### 4. What data does Consumers International collect?

Consumers International does not monitor or collect information about individual visitors to its site.

Site activity is monitored through the collection of aggregate information only. Such as:

- Total number of visits to the site.
- Time spent by users on individual pages.
- Users' country of origin and other top-level domains.
- The download of papers and publications.

Consumers International has facilities for site users to register interest in certain issues and receive relevant information.

To enable Consumers International to send users the information they require, the following information only will be requested:

- First name (optional)
- Second name (optional)
- Email address
- Preferred language
- Job title (optional)
- Organisation (optional)
- Whether your organisation is a Consumers International member
- Country
- Region

Consumers International uses this information to personalise the service provided to you and fulfil our service to our member organisations. Consumers International does this to ensure that communications you receive are as you would expect, in your preferred language, for example. Fulfilling our service to our member organisation may be in the form of notifying an organisation, on request, which of their employees has signed up to receive e-communications.

#### 5. How is it collected?

This information is collected through two means, Cookies and data that you voluntarily submit. We take appropriate physical, electronic and managerial measures to ensure that we keep your information secure, accurate and up to date, and that we only keep it as long as is reasonable and necessary.

Although we use appropriate security measures once we have received your personal information, the transmission of information over the internet is never completely secure. We do our best to protect personal information, but we cannot guarantee the security of information transmitted to our website, so any transmission is at the user's own risk.

##### 5.1 Cookies

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are widely used because they allow a website to recognise a user's device and therefore allow enhanced functionality.

To find out more about what cookies Consumers International use, how and why we use them please refer to our Cookies Policy which can be found [here](#).

##### 5.2 Data you voluntarily submit

On Consumers International's website we have the ability for users to sign up to receive communication updates from us, for which we request information to personalise those communications. This is done via a web form that then stores the data directly onto our database and our email service provider. Both these storage systems have limited and secure access. To see the privacy policy and practices our database

provider adheres to, please see [here](#). To see the privacy policy and practices our email service provider adheres to, please see [here](#).

#### 6. Why is it collected?

As set out in section 4, "What data does Consumers International collect", data is collected to personalise the service provided to you and fulfil our service to our member organisations. Consumers International does this to ensure that communications you receive are as you would expect, in your preferred language, for example. Fulfilling our service to our member organisation may be in the form of notifying an organisation, on request, which of their employees has signed up to receive e-communications.

In addition to this, non-personal data is collected to monitor and evaluate our website's performance. From how popular our content is, which will be used to steer our editorial direction, to how well our site navigation is working (whether users can find resources we provide easily). We use this non-personal data to guide our website's development.

#### 7. What does giving your consent mean?

By giving us your personal information, such as your email address and job title, you consent to us collecting and using that information in the ways that we describe in this privacy policy and/or that you have specifically consented to.

We will only send you information by e-mail, or phone if you have given us specific consent. We are led by your subscription; only contacting you if your subscription is active. If you unsubscribe and then choose to re-subscribe/opt-in to receive e-communications from us, then you will receive communications from us again.

#### 8. Third parties

Consumers International may include within its web content links to external websites (third party sites). We encourage you to check privacy policies on these sites before sharing any information. Consumers International has no direct control over other websites and how they handle their visitor's data, so cannot take responsibility for protection of your data if you share your data with these third parties.

Third parties that enhance our website services are listed below with links to their privacy policies:

<b>Third party</b>	<b>Website service</b>	<b>Privacy policy</b>
Simple lists	Email discussion group	<a href="https://www.simplelists.com/privacy.php">https://www.simplelists.com/privacy.php</a>
Mail Chimp	Email service provider	<a href="https://mailchimp.com/legal/privacy/">https://mailchimp.com/legal/privacy/</a>
Google Analytics	Performance analysis	<a href="https://www.google.com/policies/privacy/">https://www.google.com/policies/privacy/</a>
Salesforce	Database	<a href="https://www.salesforce.com/uk/company/privacy/">https://www.salesforce.com/uk/company/privacy/</a>
Add This	Sharing content on social networks	<a href="http://www.addthis.com/privacy/privacy-policy">http://www.addthis.com/privacy/privacy-policy</a>
Facebook	Sharing content on social networks	<a href="https://www.facebook.com/about/basics/ukr1">https://www.facebook.com/about/basics/ukr1</a>
Twitter	Sharing content on social networks	<a href="https://twitter.com/privacy?lang=en">https://twitter.com/privacy?lang=en</a>
YouTube	Sharing media content on social networks	<a href="https://www.youtube.com/static?template=privacy_guidelines&amp;gl=GB">https://www.youtube.com/static?template=privacy_guidelines&amp;gl=GB</a>

LinkedIn	Sharing content on social networks	<a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a>
Google+	Sharing content on social networks	<a href="https://www.google.com/+policy/pagesterm.html">https://www.google.com/+policy/pagesterm.html</a>
Pinterest	Sharing media content on social networks	<a href="https://about.pinterest.com/en/privacy-policy">https://about.pinterest.com/en/privacy-policy</a>

### 9. Finding out more

If you want to find out more about Consumers International's privacy policy please contact at [consint@consint.org](mailto:consint@consint.org)

Please do take a look at our Cookies policy, which can be found [here](#).