

Yale University Press London Privacy Policy

Last updated June 2018

Yale University Press London (YUPL) and its trading subsidiary Yale Representation Ltd (YRL), collectively 'YUPL', 'we' or 'us', collects and processes personal data relating to its customers and distribution partners to manage customer relationships, and is committed to protecting and respecting the security, integrity and privacy of any information in accordance with this Privacy Policy. By submitting your data to YUPL you consent to the practices described in this policy. This privacy notice describes how YUPL collects and uses the personal data you provide to us and the choices you have regarding our use of your data and how you can access and update this data. Please read the following carefully to understand our policy and practices regarding your personal data.

YUPL aims to comply with the provisions of the General Data Protection Regulation 2016 and the Data Protection Act 2018. For the purpose of the General Data Protection Regulation (GDPR) (EU) 2016/679, the Data Controller is Yale University Press London of 47 Bedford Square, London, WC1B 3DP Company Registration No 1825760, and Registered Charity No 289717.

What is personal data?

Personal data is information that can be used to help identify an individual, such as name, address, phone number or email address.

What information may be collected?

The types of personal data that YUPL collects directly from you may include:

- Data that you provide by filling in forms on our website www.yalebooks.co.uk. This includes data provided when subscribing to our newsletters or requesting further information or catalogues.
- Contact details, such as your name, email address, postal address and telephone number.
- Internet Protocol ("IP") addresses used to connect your computer to the Internet.
- Information about your interests and communication preferences.
- Tracking codes such as cookies.
- Location-aware services, the physical location of your device in order to provide you with more relevant content for your location.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

How do we collect data?

YUPL may collect personal data from you in the following ways:

- (1) directly from your verbal or written input (such as by consenting to receiving marketing emails);
- (2) automatically through YUPL's website technologies including tracking online, such as by Web Cookies, by smart devices, by combining data sets, by collecting data from a browser or device for use on a different computer or device, or by using algorithms to analyse a variety of data such as records of purchases, online behavioural data, or location data.

IP Addresses and Cookies

As is the case for most websites we collect certain data automatically. This data may include your Internet Protocol (IP) address, operating system and browser type. This statistical data about browsing actions and patterns does not identify any individual and we will not collect personal data in this way.

We may use cookies or similar technologies such as Google Analytics to analyse internet usage, administer the website and track users' movements and interests on the website. Cookies are small text files created by websites, which contain information that is transferred to and stored on your computer's hard drive. They can help us to improve our site and to deliver a better and more personalised service, and can enable us to:

- Estimate our audience size and usage pattern.
- Store information about your preferences, and so allow us to customise our site according to your individual interests.
- Speed up your searches.
- Recognise you when you return to our site.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

Where will my data be stored?

All data you provide to us is stored on our secure servers. It may be transferred to, stored at, or backed up to a secure destination outside the country where you live or outside the European Economic Area ("EEA").

By submitting your personal data, you agree to this transfer, storing or processing of your data. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this Privacy Policy and all applicable data protection laws.

Security

We will use reasonable and appropriate safeguards to protect your data in accordance with this Privacy Policy. Access to your personal data will be restricted to those who need to know that information in order to perform their job function. In addition, we train our employees about the importance of maintaining the confidentiality and security of your data.

Use of your data

We may use your personal data in the performance of any contract we enter into with you, to comply with legal obligations, or in situations where we have a legitimate business interest in using your data to provide a service, or to improve that service and the products we supply. Legitimate business purposes include but are not limited to one or all of the following;

- Providing direct marketing and assessing the effectiveness of promotions and advertising
- Modifying, improving or personalising our services, products and communications
- Preventing or detecting fraud
- Investigating suspicious activity or abuses of our website, and keeping it safe and secure
- Conducting data analytics

In addition we may use your data in the following ways, after obtaining consent if required.

- Provide you with information, products or services that you request from us or which we feel may interest you.
- Send you printed or electronic YUPL catalogues, seasonal updates and book news.
- Allow you to participate in interactive features of our service, when you choose to do so.
- Notify you about changes to our website, products or services.
- Fulfil your requests – such as competition entries, participation in campaigns and provision of information.
- Record any contact YUPL has with you
- Communicate with you for any other purpose that we may notify you of from time to time.

What don't we do with your data?

Disclosure of your data

We will not sell or share your data to other organisations to use for their own purposes.

How long will my data be stored for?

Personal data will not be kept longer than is necessary for the purpose for which it was collected. Unless personal data must be retained for legal or archival purposes it will be securely destroyed, put beyond use or erased from YUPL's systems when it is no longer required or, where applicable, following a request from you to destroy or erase your personal data.

If you have opted-in or signed-up to any of our web services, information newsletters or marketing newsletters, we will retain your data until you unsubscribe.

If you are a subscriber, we will retain your data in line with our Data Retention Policy after your last subscription has expired.

If you are a customer who has purchased a product online through our shopping cart administered by John Wiley and Sons, Wiley will retain your data in line with their Data Retention Policy after your last purchase.

Will my data be shared?

If you buy books via our website you will be automatically connected via a shopping cart to the website of our book distributor John Wiley. Payment information, including credit or debit card details is collected in this shopping cart by John Wiley and Sons. It may be processed by staff operating outside the EEA working for John Wiley who may be engaged in, among other things, the fulfilment of your order.

Please note that John Wiley's website has its own privacy policy and that we do not accept any responsibility or liability for this policy. Please check this policy before you submit any personal data to this website.

* <https://www.wiley.com/en-gb/privacy>

What are my rights?

You have the right to make a written request regarding any of your personal data which we have collected or used. Specifically you may request that:

- Any errors in your personal data are rectified
- Your personal data is deleted if our continued processing is not warranted
- You are provided with access to a copy of the information YUPL holds about you.

If you wish to exercise any of these rights please contact the Data Protection Officer in writing at Yale University Press London, 47 Bedford Square, London, WC1B 3DP or by emailing dpo@yaleup.co.uk

You also have the right to complain to the Information Commissioner's Office if you feel we have not processed your data according to the terms of the Act.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number.

Changes to YUPL's Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time without notice. Any changes we may make to our privacy policy in the future will be posted on our website, and will be effective upon posting. By using this site you agree to be bound by those changes. We encourage you to review this page regularly to keep up to date with our privacy practices.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to dpo@yaleup.co.uk