

## Privacy Statement

Performative plc fully respects and protects your privacy at all times and our web site is structured in such a way that no personal information is needed if you are just visiting our site. However, if you choose to provide us with contact information this will only be used to better understand your needs and to support any ongoing relationship you may have with Performative. Occasionally the information will be used for our own marketing and communication purposes to keep you up-to-date with new products and services that we feel may be of interest to you. At any time you may contact us by post or email to let us know that you do not want to be included on any mailing lists or that you do not want to be contacted in future.

This website uses “cookies”, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored on third party servers in the United States. This information will be used for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage. The information may also be transferred to other third parties where required to do so by law, or where subcontracted to process the information. Your IP address will not be associated with any other data held. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you in the manner and for the purposes set out above.

**The Performance Initiative** is our very own research function and is constantly carrying out research to help our customers to increase their business performance through identifying better working practices and a supportive environment to the sales operation. It also identifies and investigates issues past, present and future, that may have a negative impact on the performance of your company and in particular your revenue generation.

This is a valuable research tool at Performative and we may contact you from time to time to take part in surveys, questionnaires and benchmarking exercises, but you may opt out at any time by contacting us as outlined below. We recognise in many cases this information can be sensitive in nature and we assure you that when any research is published that you will not (unless you request) be personally identified and that the information will be stored in a secure location.

Any personally identifiable information you provide to Performative when filling in the contact information on the site is located in a secure environment and we promise that we will not share, lease or sell your personal information to any third party company.

### Access to your information

If you have any questions or would like to obtain details of any personal information we may hold about you then please write to us at the location or email address at the top of the page.

To ensure a speedy response if you would provide us with any specific information you may require from us we would appreciate it. We will take all reasonable steps to confirm your identity before providing you with any details or personal information that we may hold about you.

Please note that we may charge £10 to cover the administration costs involved.

If you do have any questions or queries about Performative's data protection and privacy policy then please contact us at the address above or email: [enquiries@performative.net](mailto:enquiries@performative.net)

Please be aware that any communication via email or webmail will not be secure unless they are encrypted, it may also be routed through several countries and Performative cannot be held responsible for any unauthorised access or loss of personal information that is beyond our control.

**For your protection, we are registered under the Data Protection Act 1998 and have given all appropriate notifications to the Information Commissioner.**