

Privacy Policy – <https://www.p2knowledge.com/>

1. Introduction

We are **P2 Knowledge Limited** (company number: 11992543) whose registered office is at 167-169 London (W1W 5PF) Office, 5th Floor, 167-169 Great Portland Street, London, W1W 5PF.

This policy explains how we collect, store, and use personal data, which is information relating to an identifiable living individual, when you: visit our website, visit our social media pages, visit our offices, contact us, and/or receive communications from us.

In this policy, you can find information on how and why we use your personal data, what your rights are under data protection law, and how to exercise those rights.

We will keep this policy under review and any changes we make will be posted to this page and will take effect when published. Please check back to see any updates or changes to our privacy policy.

2. Personal data we collect

The personal data that we collect directly from you includes data about you from which you could be identified, such as your name and contact details (including email address), job title and employer details, and records of your correspondence with us.

If you believe that your personal data has been provided to us improperly, or if you otherwise wish to exercise your rights relating to your personal data, please contact us by emailing emma.plowman@p2knowledge.com.

3. How and why we use your personal data

We collect and use your personal data for the purposes and on the legal bases as follows:

- **Providing services:** we process your personal data to perform services that you request, either pursuant to a contract with you or, where we have not entered into a contract, on the basis of our legitimate interest in operating our business and fulfilling your request.

- **Developing and improving our websites and services:** we process your personal data, including any feedback you may give, for our legitimate interest in developing and improving our website and services.
- **Complying with legal obligations:** we process your personal data when cooperating with public and governmental authorities, courts or regulators in accordance with our legal obligations under applicable laws to the extent the processing or disclosure of personal data to protect our rights is necessary for our legitimate interest in protecting against misuse or abuse of our website, protecting personal property or safety, pursuing remedies available to us and limiting our damages, complying with judicial proceedings, court orders or legal processes or to respond to lawful requests.

Where we need to collect and process personal data by law, or under a contract we have entered or will enter into with you, and you fail to provide the required personal data when requested, we may be unable to perform our contract with you.

4. Sharing your personal data

Your personal data may be shared with third parties where one of the following circumstances applies:

- you have consented to us doing so;
- we are under a legal, regulatory or professional obligation to disclose your personal data, or in relation to legal proceedings
- the company, or substantially all our assets are merged or acquired by a third party, in which case your personal data may form part of the transferred or merged assets; or
- we are using a third-party service provider to provide services that involve data processing (for example, hosting our IT infrastructure).

The following is a list of third-party organisations that act as data processors to us, pursuant to a specific contract we have with them, for specific activities relating to the operation of our company and the provision of its services:

Entity name	Purpose for which they process personal data on our behalf	Processing location(s)
Communigage	Website and LinkedIn support and management.	UK

5. How long do we retain your personal data?

We will only retain your personal data for the period necessary to provide requested services, as needed to comply with legal obligations, or as agreed with you, or otherwise to fulfil the purposes, rights and obligations outlined in this privacy policy.

Retention periods can vary substantially based on the type of information, how it is used, and industry best practices.

6. Security

We will take all reasonable and appropriate steps to protect your personal data to prevent loss, misuse, unauthorised access, disclosure, alteration, and destruction. Our technical and organisational safeguards include physical access controls, systems and data access controls, encryption, internet firewalls, intrusion detection and network monitoring depending on the nature of the information and the scope of processing. We also contractually require our business partners and suppliers to protect personal data from accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access.

7. Your legal rights

You have the following rights in relation to your personal data:

- **Access.** You can request a copy of the personal data we are processing that relates to you (known as a “subject access request”).
- **Change or correct.** You can ask us to change, fix, update, or correct information about you (for instance, if it is incomplete or inaccurate).
- **Deletion.** You can ask us to delete personal data about you.
- **Restrict or limit use.** You have the right to restrict our processing (i.e., stop any active processing) of your personal data.

- **Portability.** In some circumstances, you have the right to obtain personal data we hold about you in a structured, electronic format and to transmit such data to another data controller.
- **Object.** You have the right to object to us using your personal data in some circumstances.

If you wish to exercise any of your rights, please contact us using the email address in section 2 above.

8. Children's personal data

Our website and services are not directed to children. If you learn that a child has provided us with personal information without parental consent, please contact us so that we can take appropriate action.

9. Contact us

If you have any questions about this privacy policy, please contact us using the email address in section 2 above.

10. Complaints

If you have a complaint about any element of how we use your personal data, please contact us first. If you are not satisfied, and if you are based in, or the issue relates to, the UK, you can contact the Information Commissioner's Office (ICO) to make a complaint via <https://ico.org.uk>, by phoning 0303 123 1113, or by writing to:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF