

This is the privacy policy for **Energy Storage Publishing Ltd** and for certain services provided through our sites.

At **ESPL** we collect different types of information about our users for three main reasons:

1. To provide personalised services unique to individual users. For example: delivery of newsletters and access to subscription products.
2. To help us to monitor and improve the services we offer on and through our websites.
3. If we have permission from the user, or where otherwise allowed by law, to market services to them.

## **Our principles**

1. We do our very best to protect your privacy by using security technology appropriately. This means:

- We make sure that we have appropriate security measures to protect your information; and
- We make sure that when we ask another organisation to provide a service for us, they have appropriate security measures.

2. We will respect your privacy. You should receive email of legitimate interest only from us. We may email you occasionally with information or questions about your registration, your subscription account or postings, for example, with reminders, warnings or copyright requests.

3. We will collect and use individual user details only if we have your permission or we have sensible business reasons for doing so, such as collecting enough information to manage subscriptions.

4. We will be clear in our dealings with you as to what information about you we will collect and how we will use it.

5. We will use personal information only for the purposes for which it was originally collected and we will make sure we delete it securely.

6. Our site is accessible via the Internet. This means that people around the world who access our website can see anything you post on the website, for example, comments about an article.

7. We will not transfer personal information outside of the European Economic Area.

### **How we use your information**

What information do we collect?

We collect information on you:

- When you register
- When you use the website
- Through cookies
- If you choose to reveal information in postings, and
- When you enter sales promotions and competitions.

# Registration

The minimum information we need to register you is your name, email address and a password. We will ask you more questions for different services, including sales promotions. Unless we say otherwise, you have to answer all the registration questions.

We may also ask some other, voluntary questions during registration for certain services (for example, areas of business) so we can gain a clearer understanding of who you are. This also allows us to personalise services for you.

After you have registered, we may send you emails we think may interest you. At any time you can decide not to receive these emails and will be able to 'unsubscribe'.

## Use of children's data

We do not knowingly collect or store any personal information about children under the age of 16 and we do not offer any of our products or services directly to children under the age of 16.

# Updating your personal information

You can update your personal information at any time, and change your marketing preferences by emailing [dpo@energystoragepublishing.com](mailto:dpo@energystoragepublishing.com) with your request.

## Who we share data with

We will not share your personal information with others for marketing purposes unless you have given us your permission. If we have your permission, we will share your information only with other organisations we have chosen carefully.

We may make other organisations' services available, through our sites, although we are not necessarily operating these sites. We process any information that we collect when you access a service provided by another organisation under this privacy policy. Information these other organisations collect is governed by their own privacy policies.

We can access and release personal information to keep to relevant laws and government requests, to operate our systems properly and to protect both us and our users.

Any other organisations who access your information in the course of providing services on our behalf will be governed by strict contractual restrictions to make sure that they protect your information and keep to data-protection and privacy laws which apply. We may also independently audit these service providers to make sure that they meet our standards. We may use service providers to help us run these sites (or services available on the sites), some of whom may be based outside the EEA.

Some of our webpages use plug-ins from other organisations (such as the 'Facebook Recommend' function). These other organisations may use information about your visit to our websites on their pages. If you browse these pages while still also logged in to your account with us, information they collect may be connected to your account on their site. For more information on how these organisations use information, please read their privacy policies.

# Use of Cookies

**We use cookies for a number of reasons.**

1. For statistical purposes to track how many users we have and how often they visit our websites. We collect information listing which of our pages are most frequently visited, and by which types of users and from which countries.
2. We use other organisations to collect anonymous user information, sometimes through cookies and web beacons, (information embedded in images which allow them to analyse how the website is being used and the number of visitors).
3. We and other advertisers may use statistical cookies to track who has seen an advert and clicked on it.

A user may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the site may not function properly, for example: you may not have access to our online publications.

By using the sites you are agreeing to the use of cookies as described.

## Google Analytics

We use Google Analytics on our sites for anonymous reporting of site usage and for advertising on the site. If you would like to opt-out of Google Analytics monitoring your behaviour on our sites please use this link (<https://tools.google.com/dlpage/gaoptout/>)

# About our advertising

Our sites contain links to other websites from which we may earn revenue.

Our articles are never influenced by advertisers or affiliates, nor are they written for the purpose of promoting a product, except when clearly branded as 'advertorial'.

## Legal information and how to contact us

Under the UK Data Protection Act 1998 we have to say who the 'data controller' is for ESPL and services provided through our websites. The data controller is the organisation responsible for protecting information and, in our case, is Energy Storage Publishing Ltd, 70 Goring Road, Goring by Sea, Worthing, West Sussex, BN12 4AB.

If you would like access to or a copy of the personal information we hold about you, to request a correction, or have any questions about how we may use it or to make a complaint, please contact the Data Protection Manager at the address shown above. Or, email [dpo@energystoragepublishing.com](mailto:dpo@energystoragepublishing.com)

Complaints will be dealt with by the Data Protection Manager, and will be responded to within 30 days at the latest.

If you are not satisfied with the way your complaint was handled, you may be able to refer your complaint to your local data protection regulator. For example, in the United Kingdom this is the Information Commissioner's Office.

# Changes to the privacy policy

Should we elect to change our privacy policy we will post the changes here. Where the changes are significant, we may also choose to email all our registered users with the new details. Where required by law, we will obtain your consent to make these changes.