

# Process Evolution's Privacy Policy

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## **1 Introduction**

This document comprises Process Evolution's Privacy Policy.

### **1.1 About Process Evolution**

Process Evolution is a consulting-led company specialising in the design, analysis and continuous improvement of business processes. We have developed an evidence-based approach to change underpinned by a suite of advanced analytical software tools. We also market these tools to our clients and support them in their use.

## 2 Policy

### 2.1 Our commitment

Process Evolution is committed to maintaining the trust and confidence of our clients, including users of our website and subscribers to our newsletter. In particular, we want you to know that we only hold personal data for the legitimate purposes set out below. We do not sell or rent your personal information to other organisations.

### 2.2 Legitimate purpose

We hold personal information about employees and associates of clients and potential clients of Process Evolution in order to:

- Market products and services to them which we think may be of benefit to them or their employers
- Support them in the use of our products and services
- Undertake our consulting work
- Handle contact with them
- Administer the delivery of our products and services to our clients
- Comply with our legal obligations
- Fulfil our duties to our customer, employees, shareholders and other stakeholders

### 2.3 Visitors to our website

#### 2.3.1 [Google Analytics](#)

When someone visits our website we use 3rd party software, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting our website.

#### 2.3.2 [Links to other websites](#)

This privacy notice does not cover the links within this site linking to other websites. Those sites are not governed by this Privacy Policy, and if you have questions about how a site uses your information, you'll need to check that site's privacy statement.

#### 2.3.3 [Cookies](#)

Our website uses cookies. By using our website you agree that we can place cookies on your device.

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other 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 useful because they allow a website to recognise a user's device. Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience.

Some cookies allow third parties to track the success of their application or customise the application for you. Because of how cookies work we cannot access these cookies, nor can the third parties access the data in cookies used on our site.

For example, if you choose to 'share' content through Twitter or other social networks you might be sent cookies from these websites. We don't control the setting of these cookies, so please check those websites for more information about their cookies and how to manage them.

## **2.4 Newsletter**

Our clients will automatically receive newsletters and other general communications informing them of product releases, client case studies, client events and other information that we believe may be of interest.

We use third party providers, such as MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice.

You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing [info@processevolution.co.uk](mailto:info@processevolution.co.uk)

## **2.5 Access to your personal information**

You are entitled to access the personal information that we hold. Email your request to [info@processevolution.co.uk](mailto:info@processevolution.co.uk).

### **3 Changes to this privacy notice**

We keep our privacy notice under regular review. This policy was last reviewed on 4<sup>th</sup> May 2018.