



# Positive Action Publications Ltd

Publishers of international magazines in the pig, poultry, dairy, food & meat production sectors

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## Privacy Policy

Registered in England No. 2098311

This Privacy Policy (“Policy”) applies to companies and activities of Positive Action Publications Ltd (“PAP”) in the European Union (“EU”) and European Economic Area, and explains how PAP collects and processes your personal data. By accepting this Policy, you agree to our privacy practices described in the Policy.

### Information we collect, and how we collect it:

PAP collects personal data of employees and contractors of its customers and suppliers, and of other individuals with whom we do business. The data collected are primarily contact details (e.g. name, address, telephone and email address) and may also include other information related to our business relationships. We collect this information through our sales, marketing and purchasing activities, through our websites, and in person at events and facility visits.

### How we use information:

We process personal data in the usual course of our business relationships (i.e. for sales, marketing and purchasing), for internal finance and administration, and for legal compliance.

We also use your contact details to tell you about important changes with our products and services, and to provide you with information about other services and products of PAP and its associated companies. If you do not wish to be contacted for this purpose, please email [info@positiveaction.co.uk](mailto:info@positiveaction.co.uk)

We do not sell Personal Data.

### “Cookies”:

We use cookies (small files stored in your web browser) to understand how our website is used, and to make improvements to our sites. For more information about cookies, including how to disable them, please visit [www.cookiecentral.com](http://www.cookiecentral.com). Disabling cookies may affect your use of our websites.

### Links:

The PAP website may contain links to other websites. Please note that when you click on one of these links, you are entering another site. We have no responsibility for the content of other sites, and encourage you to read the privacy policies of these linked sites, which may differ from ours.

**Security:**

We use technological and organizational measures to protect personal data (and other information) from unauthorized disclosure, alteration or destruction. Some of your personal data may be held on secure servers located in our datacentre.

**Transfer to outside the EU:**

The personal data we collected may be stored and processed by PAP on our computers, or on associated companies' datacentres outside the EU, where privacy laws may differ from those in the country where you reside. Data transfers are subject to agreements with PAP and its associated companies based on standard contractual clauses approved by the European Commission ([https://ec.europa.eu/info/law/law-topic/data-protection\\_en](https://ec.europa.eu/info/law/law-topic/data-protection_en))

**Access to, correction and deletion of data:**

You have rights to request access to or correction of data (including updating of contact details), including to move your data to another company. You may also request deletion of your personal data, although it may be necessary for us to retain some of your personal data indefinitely, for business and legal reasons even after you no longer do business with us. Please contact us for any of these reasons at [info@positiveaction.co.uk](mailto:info@positiveaction.co.uk)

**Changes to this Policy:**

From time to time, we may revise this Policy to reflect changes in our business or the law. If we make any material change to this Policy and we hold your address, we will notify you.

**Your rights and contact information:**

If you have any questions or complaints relating to this Policy, please contact us at [info@positiveaction.co.uk](mailto:info@positiveaction.co.uk) or via the PAP website. You also have the right under EU law to complain to the data protection authorities in your country about the processing of your personal data.

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