

# Yale University Press London Privacy Notice

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Yale University Press London (YUPL) and its trading subsidiary Yale Representation Ltd (YRL) collect and process personal data relating to its customers to manage customer relationships. In accordance with this privacy Policy YUPL is committed to protecting and respecting data privacy and security, and being transparent about how it collects and uses data and meets its data protection obligations.

This privacy notice outlines the basis on which any personal data we may collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By submitting your information to YUPL you consent to the practices described in this policy.

YUPL aims to comply with the provisions of the General Data Protection Regulation 2016 and the Data Protection Act 2018. For the purpose of the General Data Protection Regulation (GDPR) (EU) 2016/679, the Data Controller is Yale University Press London of 47 Bedford Square, London, WC1B 3DP Company Registration No 1825760, and Registered Charity No 289717.

## What is personal data?

Personal data is information that can be used to help identify an individual, such as name, address, phone number or email address.

## What information may be collected?

We may collect and process the following data about you:

Information that you provide by filling in forms on our website [www.yalebooks.co.uk](http://www.yalebooks.co.uk). This includes information provided when subscribing to our newsletters or requesting further information or catalogues. The types of personal information that YUPL collects directly from you may include:

Contact details, such as your name, email address, postal address and telephone number.

Internet Protocol ("IP") addresses used to connect your computer to the Internet.

Information about your interests and communication preferences.

Tracking codes such as cookies.

Payment information, such as a credit or debit card numbers are collected in our shopping cart by our distribution partner John Wiley and Sons, you can read their privacy policy below \*.

Location-aware services, the physical location of your device in order to provide you with more relevant content for your location.

If you contact us, we may keep a record of that correspondence.

We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

## How do we collect information?

YUPL may collect personal information from you in the following ways:

(1) directly from your verbal or written input (such as by consenting to receiving marketing emails);

(2) automatically through YUPL's website technologies including tracking online, such as by Web Cookies, by smart devices, by combining data sets, by collecting data from a browser or device for use on a different computer or device, or by using algorithms to analyse a variety of data such as records of purchases, online behavioural data, or location data.

## IP Addresses and Cookies

We may collect information about your computer, including your Internet Protocol (IP) address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual and we will not collect personal information in this way.

We may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies are small text files created by websites, and contain information that is transferred to and stored on your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. These can enable us to:

Estimate our audience size and usage pattern.

Store information about your preferences, and so allow us to customise our site according to your individual interests.

Speed up your searches.

Recognise you when you return to our site.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

## Google Analytics

YUPL uses Google Analytics to analyse web traffic.

## Where will my data be stored?

The data that we collect from you may be transferred to, stored at, or backed up to a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for our distribution partner John Wiley. Such staff maybe engaged in, among other things, the fulfilment of your order. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

By submitting your personal information, you agree to this transfer, storing or processing of your information. We will take all steps reasonably necessary to ensure that your personal information is treated securely and in accordance with this Privacy Policy and all applicable data protection laws.

All information you provide to us is stored on our secure servers.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## What will YUPL do with your data?

We use information held about you in the following ways to:

Ensure that content from our site is presented in the most effective manner for you and for your computer.

Provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.

Send you printed or electronic YUPL catalogues, seasonal updates and book news.

Allow you to participate in interactive features of our service, when you choose to do so.

Notify you about changes to our website, products or services.

Fulfil your requests – such as competition entries, participation in campaigns and provision of information.

Handle orders, deliver products and communicate with you about orders. Process sales transactions and verify financial transactions, see John Wiley's privacy policy below \*.

Record any contact YUPL has with you

Prevent or detect fraud or abuses of our website and enable third parties to carry out technical, logistical or other functions on our behalf

Carry out research on the demographics, interests and behaviour of our users and supporters to help YUPL gain a better understanding of them and to enable us to improve our service. This research may be carried out internally by our employees or we may ask another company to do this work for us.

Communicate with our customers.

Communicate with you for any other purpose that we may notify you of from time to time.

If you have agreed to it, provide you with information that we think may be of interest to you.

We may also use your data to provide you with information about goods and services that may be of interest to you, providing you have opted-in to this service.

## What don't we do with your information?

We will never sell or share your information to other organisations to use for their own purposes. Please note that shopping cart orders are processed by John Wiley and Sons. See details and link below\*.

## How long will my data be stored for?

Personal information will not be kept longer than is necessary for the purpose for which it was collected. Unless information must be retained for legal or

archival purposes, personal information will be securely destroyed, put beyond use or erased from YUPL's systems when it is no longer required or, where applicable, following a request from you to destroy or erase your personal information.

If you have opted-in or signed-up to any of our web services, information newsletters or marketing newsletters, we will retain your data until you unsubscribe.

If you are a subscriber, we will retain your data in line with our Data Retention Policy after your last subscription has expired.

If you are a customer who has purchased a product online through our shopping cart administered by John Wiley and Sons, Wiley will retain your data in line with their Data Retention Policy after your last purchase.

## Will my data be shared?

If you buy books via our website you will be automatically connected to the website of our distributor John Wiley. Please note that this website has its own privacy policy and that we do not accept any responsibility or liability for this policy. Please check this policy before you submit any personal data to this website.

\* <https://www.wiley.com/en-gb/privacy>

## What are my rights?

The General Data Protection Regulation (GDPR) (EU) 2016/679 gives you certain rights over your data and how YUPL uses it. These include:

- the right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed
- the right to prevent your data being used for direct marketing
- the right of access to a copy of the information YUPL holds about you (known as a data subject access request)

If you wish to exercise any of these rights please contact the Data Protection Officer in writing at Yale University Press London, 47 Bedford Square, London, WC1B 3DP or by emailing [dpo@yaleup.co.uk](mailto:dpo@yaleup.co.uk)

You also have the right to complain to the Information Commissioner's Office if you feel we have not processed your data according to the terms of the Act.

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire

SK9 5AF Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number

## How can I access the information YUPL holds?

The General Data Protection Regulation (GDPR) (EU) 2016/679 gives you the right to access information held about you. You can ask for any data we may hold on you by contacting [dpo@yaleup.co.uk](mailto:dpo@yaleup.co.uk) and we will respond within 28 days. If requests are complex or numerous, YUPL may extend the deadline for providing the information to three months.

## Changes to YUPL's Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on our website. If you use this site after we have published or notified you of the changes, you are agreeing to be bound by those changes. We advise that you check this page regularly to keep up to date with any necessary changes.

## Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [dpo@yaleup.co.uk](mailto:dpo@yaleup.co.uk)