

TW:Premium Privacy Policy

Privacy

TrendWatching has created this privacy statement in order to demonstrate our firm commitment to your privacy. We will never offer any information about you to any outside company unless we receive your prior consent. The following discloses our information gathering and dissemination practices for the TW:Premium Platform and communications, as well as display-based advertising across the Google Content Network.

If for any reason you feel that your privacy or security has been compromised, contact us immediately at: info@trendwatching.com.

Information we gather and track

Information on general usage and any optional personal details you provide to us will be used to provide you with enhanced features such as customized content, access to special sections on our websites, information about upcoming events, relevant resources, and so on.

We collect the following types of information

TrendWatching requires certain personal details to create your TW:Premium account. These include your name, email address, job title, company, company address and telephone number. Additionally, we track usage information so that we can judge our system's performance, improve your experience, and determine whether we should offer customizable features in the future.

Your computer reaches us via a particular IP (Internet Protocol) address. This can tell us things like what part of the world you're connecting from. Or what service provider you are using. We may use your IP address to help diagnose problems with our server, and to administer our website. Your IP address may be used to help identify you and to gather broad demographic information.

Your browser offers "cookies" which — unless you disable their use — store small amounts of data on your computer about your visit to our site. Cookies assist us in tracking which of our offerings you like best. However, cookies tell us nothing about you personally unless you specifically give us

additional information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Your credit card details are never stored on our servers. We use a third party provider, Stripe, to process all payments, and your payment information passes through - but is not stored - on our servers. We use 256-bit TLS (TLS is the technological successor to SSL, and is more secure) to encrypt our communications with you. We chose Stripe as they have one of the highest-rated security policies and practices in the industry and also use 256-bit TLS encryption. For Stripe's Privacy Policy, please see stripe.com/gb/privacy. We retain the last four digits of your credit card number as a reference. Finally, please note that while we take every step and precaution to safeguard your data, please remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

Surveys may ask for contact information or unique identifying information to increase the value of the results. Contests may require contact information or other demographic/personal information in order to determine your eligibility.

Client account details & Marketing communications:

TW:Premium stores email addresses relating to you and any other users on your account. This is for us to send you updates on your account, our new content, promotional materials about TrendWatching Briefings, events and resources, and other communications from time to time. Users may opt-out of receiving any or all of these communications at any time by emailing kathleen@trendwatching.com specifying 'Email Opt-Out Request' in the subject line.

TrendWatching uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry, or via an email address explicitly provided by a customer. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network.

Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to

the TrendWatching website. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy. To opt out of remarketing, please email: harry@trendwatching.com specifying 'GCM Opt-Out Request' in the subject line, or use Google's [Ad Preferences Manager](#).

TrendWatching uses Google Analytics to measure the effectiveness of our platform and ways in which we can improve your user experience. For a full list of the Google Analytics features that we may use, please visit google.com/analytics. You may opt out of Google Analytics tracking through your browser settings, using third party apps, [Google's Ad Preferences Manager](#) or Google's [Google Analytics Opt-out Browser Add-on](#). You can also email harry@trendwatching.com specifying 'Google Analytics Opt-Out Request' in the subject line.

We use Intercom to collect data for analytics purposes when you visit our website or use our product. Intercom analyses your use of our website and/or product and tracks our relationship so that we can improve our service to you. We may also use Intercom as a medium for communications, either through email, or through messages within TW:Premium or trendwatching.com. As part of our service agreements, Intercom collects publicly available contact and social information related to you, such as your email address, gender, company, job title, photos, website URLs, social network handles and physical addresses, to enhance your user experience. For more information on the privacy practices of Intercom, please visit <http://docs.intercom.io/privacy>. Intercom's services are governed by Intercom's terms of use which can be found at <http://docs.intercom.io/terms>. If you would like to opt out of having this information collected by or submitted to Intercom, please email kathleen@trendwatching.com, with subject line "Intercom Opt-Out Request".

Client Testimonials and Comments

We post customer testimonials and comments on our websites, which may contain personal information. We do not do this without first obtaining each customer's consent via email prior to posting the customer's name and testimonial.

International Data Transfer

As an international company, our colleagues in various countries may have access to your personal information. This is for us to better serve your needs and we do not share your data with any third parties in any country. We protect your data at all times using strict security policies, technologies and processes.

TrendWatching self-assesses our compliance with international data transfer laws and privacy compliance and follow the practices and principles as set out in the US-EU Privacy Shield Framework. Learn more about the Privacy Shield Framework here: [privacyshield.gov](https://www.privacyshield.gov)

Links To Other Sites

TW:Premium contains links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

Our Service does not address anyone under the age of 13.

We do not knowingly collect personally identifiable information from children under 13. If you are a parent or guardian and you are aware that your child/children has provided us with personal information, please contact us. If we discover that a child under 13 has provided us with personal information, we will delete such information from our servers immediately.

Contacting TrendWatching

If you have any questions about this privacy statement, the practices of this site, or your dealings with this website, please contact:

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EC1V 0DR, London
United Kingdom
info@trendwatching.com

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