

Premium Service: Privacy & Cookie Policy

Privacy

TrendWatching has created this privacy statement in order to demonstrate our firm commitment to your privacy. The following discloses our information gathering and processing practices for the Premium platform (<https://premium.trendwatching.com>) and communications.

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

Information we gather and track

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

We collect the following types of information

Personal details

TrendWatching requires certain personal details to create your Premium account. These include your name, email address, job title, industry, company name, company billing and shipping addresses, and telephone number. Depending on the type of account you purchase, you may also provide us with the name, email address and job title of any colleagues that you wish to provide with access. We encourage you to share this privacy policy with anyone you add to your account.

Location and usage information

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. Additionally, we track usage information within the platform so that we can judge our system's performance, improve your experience, and determine whether we should offer customisable features in the future. Information collected about your interactions with our platform can include time of login, pages viewed, searches, files downloaded or videos viewed.

Cookies

Your browser offers 'cookies' which, unless you disable their use, store small amounts of data on your computer about your visit to our site. TrendWatching uses cookies and similar technologies in the Premium platform for different reasons, such as:

Authentication: we provide access to a password protected service, so cookies can help TrendWatching verify the login information you provide (particularly when you want login sessions to be remembered).

Site functionality: we may store information about your search when filtering the Inspiration Dashboard in order to help serve you the correct results and search filters, for example.

Site analytics: to measure and analyse how users interact with our site, which can in turn help us to improve your experience. For example, cookies can remember which parts of the service that you've already looked at so that we can tailor our onboarding tips for next time you log in.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept or disable cookies, your user experience could be affected and you may not be able to use some portions of our Premium Service. See how to disable cookies from your device and browser here: <https://cookies.insites.com/disable-cookies/>

If you would like help disabling or deleting cookies used in Premium, please contact privacy@trendwatching.com with the subject line '**Premium Cookie Use**'.

Payment information

We store payment information about the orders received to access our Premium Service. We retain information about your past purchases with us to help identify you as a client and offer special rates in the future, as well as to adhere to tax, legal and auditing purposes.

Please note that in regions where tax is applicable, we may also request you to share your company tax reference for accounting purposes.

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.

Communications

We store email and chat communications that we send and receive in order to strengthen existing relationships with clients and other visitors to our website. This also helps us identify past clients who may wish to purchase our service again in the future.

Surveys

From time to time we send invites to complete short surveys about the platform, which are entirely voluntary for users to complete. Surveys may ask for contact information or unique identifying information to increase the value of the results or to respond to any user suggestions or requests. Contests may require contact information or other demographic/personal information in order to determine your eligibility.

Use of third parties

Our websites and Premium platform are a place for us to publish our own content and to inform visitors and clients about our services. Note that we will never serve you advertisements from third parties on our site, and we will never sell your information to third parties.

TrendWatching pays for services from carefully selected partners to help provide the services that we offer. Examples of services provided by third parties can include payment processing, email and chat communications, surveys, collection of usage data for analytics purposes, or shipment of printed resources (like our annual Trend Report).

An example of one of our partners is Google Analytics. 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 privacy@trendwatching.com specifying '**Google Opt-Out Request**' in the subject line.

As part of our service agreements, some of our other partners can collect 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 company addresses. This helps to enhance your user experience in our platform, provides us with a better understanding of our client community and identify additional TrendWatching services you may be interested in.

If you would like more information about the partners that we use or to opt-out of having your information collected or submitted, please email privacy@trendwatching.com with subject line '**Opt-Out Request**'.

Control of your personal information

You have the right to access, modify or delete your personal information at any time. We will fulfil requests to your personal data within 30 days. However, please note that we may be required to keep details of past orders and payment transactions for tax, auditing and legal purposes.

You may unsubscribe from our email communications at any time by emailing:

privacy@trendwatching.com, with the subject line **'Email Opt-Out Request'**.

Client account details and marketing communications

TrendWatching stores email addresses relating to you and any other users associated with your Premium account. This is for us to send updates about your account, including onboarding tips, new content alerts and notification of account expiry. Additionally, from time to time you may receive communications about events we're hosting or additional services that you we feel might be of interest to you. Users may opt-out of receiving these communications at any time by emailing privacy@trendwatching.com specifying **'Email Opt-Out Request'** in the subject line.

Client testimonials and comments

We post client testimonials and comments on our websites, which may contain personal information.

We never do this without first obtaining each client's consent via email prior to posting the client's name and testimonial.

International Data Transfer

As an international company, our colleagues in various countries may have access to your personal information, and we may also use third party providers who are based internationally. This is for us to better serve your needs as a client of the Premium Service. 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)

Information security

The Premium platform is fully encrypted using Transport Layer Security (TLS). This means that any information you submit to us (including payment details) is given an extra layer of security to help prevent data hijacking attempts by malicious third parties, e.g. 'man-in-the-middle' attacks.

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.

Additionally, we ensure that access to client information is restricted only to those TrendWatching colleagues or partners who are required to process this kind of data in order to provide our services.

Links to other sites

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.

Changes to this Privacy Policy

TrendWatching may make changes to this privacy policy from time to time, but be assured that we will notify clients of any significant changes by email or through on-screen notifications when visiting the platform. If you do not agree with changes to the privacy policy, we advise that you stop using our services and you can request to deactivate your Premium account.

We encourage you to review our privacy policy each time you use our services. You can always find the latest version of the policy linked within the platform

(<https://premium.trendwatching.com/privacy-policy/>) or upon request from:
privacy@trendwatching.com.

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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