

What We Need

Our Personal Data Protection Policy governs the use and storage of your data. You can see our Personal Data Protection Policy on the Firm's website.

Ryan ("Firm") is a Controller of the personal data you (data subject) provide us. We may collect the following types of personal data from you:

Identity: name, email address, phone number, business address

Professional details: company, position

Economic, financial and insurance data: client accounts payable records

Connection or traffic data: IP address, web behaviour

Why We Need It

We need your personal data in order to provide you with the following services:

- Management of customer relationships
- Targeted advertising and promotions
- Statistics
- Feedback about products and services

The Firm's legal bases for collecting this information include:

- The legitimate business interests of the Firm
- Consent of the data subject

What We Do With It

The Firm obtains your personal data from the following sources:

- Directly from the data source
- From activity on the website

Hosting and storage of your data may take place in the following locations:

- The following vendors:
 1. Marketo
 2. Microsoft CRM
 3. Google Analytics
 4. Inquisium by Cvent
 5. CSETool

We may disclose your data to certain vendors and other parties in order to enable the Firm to do business, including:

- Firm Marketing and Business Development departments
- On 24, the platform used for webinars in the U.S.
- Bi-Directional sharing of data between the Firm's Marketo and Microsoft CRM systems
- CSETool

When the Firm transfers your personal data, it employs secure transfer methods such as TLS or other secure transfer protocols. Some information is transmitted by Firm e-mail under an appropriate confidentiality agreement with the recipient.

We seek to use reasonable organisational, technical, and administrative measures to protect personal data within the Firm. Unfortunately, no data storage or transmission system can be guaranteed to be 100% secure.

How Long We Keep It

Unless the Firm's legal obligations or legitimate business needs require otherwise, the Firm will retain your personal data as follows:

- Most website user data stored in Marketo (i.e., basic contact information) is retained indefinitely as a result of bi-directional sharing with the Firm's Microsoft CRM system. Certain activity on Marketo is deleted after approximately 90 days (i.e., visit webpage, click link on webpage, update opportunity, request campaign) and approximately 2 years for others (i.e., predictive content, email data, Microsoft dynamics)
- After 2 years, personal information regarding inactive clients, inactive prospects, webinar participants, or other web users who provided personal information over the website, is changed to inactive, rendering it inaccessible via a general search of Microsoft CRM. The underlying data remains securely stored on Microsoft CRM indefinitely for business continuity purposes.

What Are Your Rights?

You are entitled to receive information from the Firm regarding the Firm's treatment of your personal information.

You have the right to request rectification and/or erasure of personal data, or restriction of processing concerning your personal data, or to object to processing, as well as the right to data portability.

To exercise these rights, please contact us using the Firm's Data Subject Access Request Form. A copy of this form is available here or on the Firm's website.

If you feel that your personal data has not been handled appropriately according to the law, you can contact the relevant data protection authority in your country (e.g. the Information Commissioner's Office in the UK, the Privacy Commissioner in Australia, the National Authority for Data Protection in Hungary) and file a complaint with them.