

OutNav Community Mailing List Privacy Policy

1. Personal information we collect about you when you accept your OutNav user account

- Your name
- The email address associated with your OutNav user account
- The organisation(s) your OutNav account is attached to

2. What we use this information for

We will use this information to contact you about:

- A. Essential OutNav updates (e.g. planned downtime, upgrade information etc).
- B. The OutNav Community, including OutNav Community news, events, opportunities and learning.
- C. Audit Trails within OutNav (various events within OutNav, e.g. editing data are logged in a manner which allows the person who made the change to be identified. This is to keep track of changes in a transparent manner whilst also being useful for security and support purposes.

3. How do we contact you?

- A. Essential OutNav update emails are sent straight from the OutNav system. Receiving these emails is a condition of your user account.
- B. OutNav Community emails are sent via the email communications platform Insightly Inc. As part of our OutNav Subscription Services, all individual OutNav account holders automatically become members of the OutNav Community and receive email notices about OutNav Community events and resources. OutNav account holders are opted in to receive these emails on the basis of legitimate interest, i.e. to help you get the best out of the OutNav software. You are free to unsubscribe from OutNav Community emails at any point without affecting your OutNav user account.

4. Further information about the OutNav Community mailing list.

Matter of Focus transfers the data outlined in Section 1 to an OutNav Community mailing list, currently held within the contact management and email communications platform Insightly Inc. (hereafter referred to as 'Insightly')

4.1 Cookies served through our OutNav Community mailing list managed by Insightly.

Insightly automatically place single pixel gifs, also known as web beacons, in every email sent by Matter of Focus. These are tiny graphic files that contain unique identifiers that enable Insightly to recognise when a recipient has opened an email and also when they click on any links within an email. These technologies record each user's email address, IP address, date, and time associated with each open and click for an email.

4.2 How we use this information

Insightly uses your cookie data to create reports for Matter of Focus about how an email newsletter 'performed' and what actions recipients took. We may use this information to understand what content OutNav Community members find most interesting and to inform decisions about future content.

4.3 How long we retain this information

Within Insightly, we hold your name, email and organisation name information. We also link your record to that of your OutNav organisation. You may unsubscribe from receiving OutNav Community emails from Matter of Focus at any time by following the link at the foot of an OutNav Community email. If you unsubscribe from OutNav Community emails, your information will be retained within Insightly and tagged as unsubscribed.

Unsubscribing from OutNav Community emails does not affect your OutNav account and you will still receive essential emails outlined in 2A.

4.4 Security of your information

Insightly is based outside the European Economic Area ("EEA") in the US. We have signed a Data Processing Agreement with Insightly, who act as a Data Processor for Matter of Focus, who is the Data Controller.

As a processor, Insightly is required under contract to ensure that any data transfers outside the EEA, Switzerland and the UK will be made in accordance with applicable law.

You can view a copy of our signed Data Processing Agreement here: <https://bit.ly/3rVqc2S>

4.5 Your access to this information

At the bottom of every OutNav Community email we send there will be a links that you can follow to unsubscribe from receiving OutNav Community emails.

You have the right to request a copy of the information we hold about you in Insightly by emailing us at info@matter-of-focus.com.

You also have the right to request that all information held about you in Insightly is deleted, by emailing us at info@matter-of-focus.com.