

Privacy Policy

AMS is committed to respecting and protecting your privacy.

You are not required to provide any personal information to use or view the public pages of our website. However, where you provide your personal information - such as to request a newsletter, thought leadership paper, build a brochure, contact us generally, reach out to a named individual or register with one of our talent pools, or provide us your details at an industry event - this Privacy Statement will govern how we collect, use and process your provided information.

Each time you provide personal information through this website, or your details are captured via one of our staff, you will be asked to confirm that you have read and understood this Privacy Statement. Since it is not our intention to collect personal information from children, no child specific policy is included.

We are Cyber Essentials Certified by HM's Government

Cyber Essentials was developed by Government and industry to fulfil two functions. Firstly, it provides a clear statement of the basic controls all organisations should implement to mitigate the risk from common internet-based threats, within the context of the Government's 10 Steps to Cyber Security. Secondly through the Cyber Essentials Assurance Framework it offers a mechanism for organisations to demonstrate to customers, investors, insurers, and others that they have taken these essential precautions.

Please read our Privacy Statement below, plus any supplementary information at the end for additional details about sites and services from AMS that you may use.



Collection, use and processing of your personal information.

On some pages and sites, we collect personal information, such as your e-mail address, name, home or work address or telephone number. For registration to join our talent pools, or for submission to one of our clients, we may also collect information from your uploaded CV or online work history profile. Information collected by AMS may be combined with information obtained from other sources.

We collect, use, and process your personal information to provide certain services for you, such as responding to your questions, providing marketing information for you electronically in response to your requests and assessing your suitability for current or future roles with AMS or our clients.

In addition to sending information, you request; we may also use your personal information to communicate with you about other topics we believe may be of interest. AMS may also use your data in an aggregated form to develop market intelligence.

We do not use, collect, determine, or disclose sensitive personal information, such as race, religion, or political affiliations, other than as required by law. We keep track of the pages our customers visit by recording your IP address together with the date, time, and duration of your visit. An IP address is an assigned number which allows your computer to communicate over the internet. Recording IP addresses enables us to identify which organisations have visited our site and to track which pages and services are the most popular so that we can improve our site. We do not match this information with any personal information you may provide through the forms on this site.

Cookies

We may store information about you using cookies on our site. A cookie is a small file of letters and numbers that we put on your computer. We use cookies to improve your site experience, to assess content usage, to distinguish you from other users of our site and to support the marketing of our services. We want to be completely transparent about the cookies we use and to make their control as easy as possible for you. We do not use cookies in connection with your name, address, or other personal data we have received from you via our websites.

If you want to delete any cookies that are already on your computer, please refer to the file management software to locate the file or directory that stores cookies. Deleting cookies may have an impact on the pages and services you can access on our website.

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version.

Types of cookies used on this site.

Strictly necessary cookies

Some cookies on our website are essential to enable you to move around the website and use its features.

Performance cookies

Some cookies on our website collect information about how visitors use the website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies do not collect information that identifies a visitor. All the information these cookies collect

is aggregated and therefore anonymous. It is only used to improve how our website works. Specifically, we use the Google Analytics cookie to assist with this. Google Analytics cookies are first-party cookies. AMS owns Google Analytics data and can export reports at any time from Google Analytics.

Functionality or persistent cookies

These cookies allow our website to remember choices you make and provide enhanced, more personal features. For example, we use cookies on the newsletter, thought leadership and brochure order forms so that if you wish to complete another form on this website you do not have to re-enter all your details. You have the option on these forms for your details to be saved when you close your internet browser, so that you do not have to enter them again to register for another communication in the future.

First party cookies

These are cookies set by the website visited by you. Information remembered by first party cookies is not shared by a domain other than the one being visited by the user.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [All About Cookies | Online Privacy and Digital Security](#)

To opt out of being tracked by Google Analytics across all websites visit Google.

Use of your personal information

AMS, our affiliates, subsidiaries, agents, and operational service partners (the “Recipients”) collect and use your provided personal information to operate AMS and deliver the services you have requested.

The sharing, storage and processing of your personal information may take place in the United Kingdom or any other country in which the Recipients are located or maintain facilities. Some overseas countries do not have data protection legislation equivalent to that in force in the UK or the European Economic Area, however where your personal data is in scope for the UK Data Protection Act 2018 or the GDPR, it will be treated at all times in line with the UK Data Protection Act 2018 and the GDPR requirements, and will only be transferred internationally on an accepted lawful basis such as EU Standard Contractual Clauses, or Adequacy etc. For details about your specific data, please contact either your AMS representative, or our privacy office at dataprotection@weareams.com

AMS may access and/or disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on AMS or the site; (b) protect and defend the rights or property of AMS, including its

AMS family of web sites; or (c) act under exigent circumstances to protect the personal safety of users of AMS services or members of the public.

By using this site and submitting your personal information, you consent to any such sharing and transfer of your personal information.

CCTV

At some of our offices, CCTV is used to ensure we meet our physical security obligations. Where we have control over the CCTV recordings, images are recorded and processed in accordance with this Privacy Statement.

Additional Services

We also use your personal information to inform you of other products or services available from AMS.

AMS may also contact you via surveys to conduct research into your opinion of current services or of potential new services that may be offered.

AMS does not sell, rent, or lease its customer lists to third parties. AMS may, from time to time, contact you on behalf of external business partners about a particular offer that may be of interest to you. In those cases, your personal information (e-mail, name, address, telephone number) is not transferred to the third party.

AMS occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, processing transactions, or performing statistical analysis of our services. We will only provide those companies with the personal information they need to deliver the service. They are required to maintain the confidentiality of your information and are prohibited from using that information for any other purpose.

Certain AMS services may be co-branded and offered in conjunction with another company. If you register for or use such services, both AMS and the other company may receive information collected in conjunction with the co-branded services. In such cases, either a joint privacy statement or a link to the other company's privacy statement will be provided, which will provide you with information about how the other company will use the information and how you can contact the other company with requests to access the information or other inquiries.

Opt-in / Opt-out electronic mail.

Our electronic mail program operates on an opt-in basis. You will receive regular electronic mail from AMS when you opt-in by providing your details via one of the registration forms on our website. Upon registration, the information you have requested will be sent by electronic mail and as frequently as it is produced or available. You will be able to opt-out of receiving further electronic

mail by using the unsubscribe feature. We will provide you with a link to the unsubscribed feature in all our electronic mail.

Security of your personal information

At AMS we are committed to protecting the security of your personal information. We use a variety of security technologies, contractual controls, and industry leading standards, including HMG's Cyber Essentials Certificate and ISO27001, amongst others. Our procedures are verified to help protect your personal information from unauthorised access, use, or disclosure.

EU-U.S. Data Privacy Framework

AMS has withdrawn from the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States. To learn more about the new Data Privacy Framework, please visit [Data Privacy Framework](#)

Your Rights

You have the right to ask for a copy of the personal information held about you, and the right to ask the recipients to correct any inaccuracies in that information, including deletion. You have the right to withdraw your consent to your personal information processed, and to ask us to stop processing your data for specific purposes without it affecting other services that we may be providing. To send a request in relation to any of these individual rights or lodge a complaint, please submit a written request using our individual rights online request form [here](#)

AMS discloses personal information to corporate organisations who are our clients and third parties and not marketing organisations. AMS shares such data to ensure that the services you and our clients engage us to perform are carried out as expected.

The choices and means AMS offer individuals for limiting the use and disclosure of their personal data are outlined in our Privacy Statement.

AMS is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC), it is possible, under certain conditions, for the individual to invoke binding arbitration. AMS is required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

You also have the right to make a data protection complaint to the Information Commissioner's Office in the UK if you think we are mishandling your personal data. You can contact them here at: [Information Commissioner's Office](#)

If you are based in the European Union or EEA, you have the right to make a data protection complaint to your local Supervisory Authority. More details can be found here: [EDPB | European Data Protection Board](#)



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How long we keep your data?

AMS will retain your personal data only for as long as is necessary. We maintain specific data management and retention policies and procedures, so that personal data is deleted after a reasonable time according to the following retention principles:

AMS will retain your data for as long as we have an ongoing relationship with you (if you are a current client or partner). AMS will keep the data while your account is active or for as long as needed to provide services or information to you.

Changes to this Statement

We will occasionally update this Privacy Statement to reflect company and customer feedback. When we post changes to this statement, you will see the word “updated” next to the Privacy Statement link on the front page of the AMS website. If there are material changes to this Statement or in how AMS will use your personal information, we will prominently post such changes prior to implementing the change. We encourage you to periodically review this statement to be informed of how we are protecting your information.

Contact information

If you have any questions in relation to this Privacy Statement, or wish to exercise your rights relating to it, please contact us at dataprotection@weareams.com