

# Lloyd's List Intelligence

## PRIVACY POLICY

This policy applies to Maritime Insights & Intelligence Limited trading as Lloyds List Intelligence and its group companies.

## Introduction

Maritime Insights & Intelligence Limited, trading as Lloyd's List Intelligence ('Lloyds List Intelligence' 'the Company', 'we', 'us' or 'our') provides transparent and actionable maritime data empowering 60,000 professionals around the globe to make confident decisions that drive the safe, efficient and lawful movement of trade by sea. We operate online and have offices in US, UK, UAE, Europe, Australia, China, Japan, Singapore and the Americas. We are one of the most widely used maritime data services in the world. For more information about us, please visit our website: <https://www.lloydslistintelligence.com/>.

This General Lloyd's List Intelligence Privacy Policy (also referred to as the Privacy Policy) provides information on how Lloyd's List Intelligence collects, uses and protects personal information across our business. This Privacy Policy also explains the privacy rights you have in relation to these processing activities.

This Privacy Policy was last updated in April 2024. However, the Privacy Policy can change over time to comply with changing legislation, best practice and changes in how we process personal information. We may revise this Privacy Policy at any time. Depending on the nature of the changes, we may update you via email if we have your personal information; or we may update the Privacy Policy without notice by posting a revised version on our website <https://www.lloydslistintelligence.com/privacy-policy>. To stay up to date on any changes, check back periodically.

## Scope

Data and information are at the heart of what Lloyd's List Intelligence does, and we take matters of data privacy seriously. This Privacy Policy applies to the processing of personal information of Lloyd's List Intelligence:

- Customers;
- Customer representatives;
- Prospective customers;
- Users of our services and products;
- Visitors, sponsors;
- Exhibitors and speakers at our events;
- Authors, editors and reviewers in respect of our publications;
- Subscribers to our publications and newsletters; and
- Contacts of our service providers and business partners.

## The data we collect about you

This section describes what personal information we may collect from you when you use our products and services, and what other personal information we may receive from other sources.

In this Privacy Policy, personal information refers to the types of personal information that may be collected and used, including:

- Contact details such as name, email address, postal address and telephone numbers;
- Educational, nationality and professional information;
- Usernames and passwords;

- Photographs that identify you and testimonials;
- Information verifying your identity such as passport details to comply with legal obligations in certain countries and to provide visa invitation letters where requested;
- Financial data, such as bank account and payment card details;
- Transactional data, including products and services ordered;
- Company data such as the name, size and location of the company you work for and your role within the company as well as publicly available company information and activity associated with company data;
- Comments, feedback, posts and other content submitted, including survey information;
- Marketing and communications data such as your interests and communication preferences including marketing permissions where appropriate; and
- Website and communication usage information, such as correspondence and details of your use of our website and services obtained through cookies or other tracking technologies.

We may collect this information directly from you when you register for an event or engage with our services and/or platforms. We may also collect this information from third party partners and public sources to the extent permitted by applicable data protection law. In some cases, the data we collect from third parties is provided in pseudonymised form and we are only able to connect it to you, if, and when you enter your email address on the Lloyd's List Intelligence site.

### **Sensitive personal information**

If collecting or storing sensitive personal information such as information on race, ethnicity, political opinion or health, we will typically ask for your explicit consent. However, there are some limited situations where this will not occur, such as if you have an accident. In the unfortunate circumstances where such a situation arises, we will ensure your privacy rights are protected.

### **Children's personal information**

Our services and products are directed at business professionals. They are not intended for children under the age of sixteen. We do not knowingly collect personal information from users in this age group and reserve the right to delete such information if we become aware of having collected it. If children's data is collected, this is only via direct input from parents, guardians or teachers, and its usage is protected by clear licence terms aligned to applicable laws.

### **How and why we use personal information**

We use your personal information for the following purposes:

#### **Product enquiries, sales and administration**

If you have made an enquiry about us or our products or services, either online or over the phone, your personal information will be used to respond to the enquiry or to take other steps at your request, prior to you entering into a contract with us.

If you have purchased or registered for one of our products or services, including on a trial basis, we will use your personal information, including bank or card details, to provide you

with the product or service, communicate with you about it, handle payments and recover any debts.

### **Call monitoring for training and quality monitoring purposes**

Where one of our sales representatives speaks to you over the phone, the calls are recorded for training and monitoring purposes.

### **To include professional information in our products and consulting services**

If your professional personal information is relevant to our products and is freely available through public sources, such as a website related to your work or profession, listed directories, press releases, industry publications, or if you provide it to us, to the extent permitted by applicable data protection laws, we may use such personal information in the products we provide to customers, for example in subscription products, research, industry analysis and insights.

If you make an enquiry or engage us to provide consulting services or research/ analysis, we will collect information such as your name, country, job title, company information or academic affiliation, postal address, e-mail address and telephone number. We will use your personal information to respond to the enquiry or to fulfil consulting services.

### **For event and exhibition management**

If you participate in one of our events as a speaker, sponsor, exhibitor or attendee, your personal information will be used in connection with the running of the event, to handle payments and recover debts.

We will also use your personal information to maintain databases that allow us to assess your qualities as a speaker or sponsor/exhibitor, promote events and encourage further engagement at our events.

In addition, photos and videos are taken at our events, which may feature attendees, speakers, sponsors or exhibitors. Where we have taken photos and videos at our events that feature you as an attendee, sponsor or exhibitor, to the extent permitted by applicable data protection laws, those photos and videos may be used for promotional purposes.

Where events and exhibitions use badge scanning technology, your personal information will be used to identify you at certain access points, such as to access VIP areas, seminars, entry and exit in other areas of the event. This will provide certain location information. Badges cannot be read remotely.

The personal information obtained from badge scanning will be used for access control, security and analysing visitor traffic with a view to improving the event experience for visitors and others.

You can also allow your badge to be scanned by event exhibitors. When you do so your contact details will be shared with the relevant exhibitor and used in accordance with applicable data protection laws, the exhibitor's privacy policy and any other notices or consents you are provided with or given at the event.

Where we are hosting and managing a virtual exhibition, webinar or event, Lloyd's List Intelligence (and any third-party platform provider acting on our behalf) will use your

personal information provided during the registration process to host and manage this digital event; and also for analysing visitor interactions and traffic with a view to improving the event experience for visitors and provide you with a personalised experience.

When you enter virtual spaces, zones or rooms such as an exhibition booth, your personal information may be shared with the sponsor and exhibitor to allow them to engage with you subject to the attendee privacy notice you may have been provided during the registration and login process.

### **For our Publishing Services**

If you publish work with us, your personal information, including the personal information of any named representative or beneficiary, is used in connection with the dissemination and promotion of your published work, and fulfilment of any contractual obligations, as is necessary for the purposes of our legitimate interests as a commercial organisation. Your name and affiliation will be published as part of authored work. Personal information is also used to handle payments or for other purposes, as is necessary to perform the contract entered into with us.

In addition, we sometimes take photos and videos at events associated with your published work. Where photos and videos are taken at our events that feature you as an author, we may use those photos and videos for promotional purposes.

### **For marketing**

Lloyd's List Intelligence may use your personal information to send you offers or other marketing emails that keep you up to date with our news, events and products that may be of interest. Depending on the nature of your interaction with us and applicable data protection laws, you may have actively given us your consent (i.e. opted in) or we may be entitled to rely on your implied consent or legitimate interests to market to you. The opportunity to opt out of future marketing will always be provided, and you have the right to amend your marketing preferences at any time (see Your Rights section). In respect of our newsletters, they are sent on an opt-in basis and therefore all newsletter recipients are also opted in to receiving the marketing and advertising which accompanies our newsletters. You have the right to amend your preferences and opt out of receiving our newsletters at any time.

Many of our events and products are co-branded or sponsored by third-party exhibitors or sponsors. We may share your details with these third-party partners. Where this happens, a clear notice will be provided, that gives the opportunity to opt out or opt in, to such sharing, as required by applicable data protection laws. The third-party partner's use of your details will be in accordance with the notice provided and its own privacy policy, the third-party is not covered by this Privacy Policy.

### **For our client-facing marketing services**

Lloyd's List Intelligence will combine the personal information that they collect from you, including much of the information in the "The data we collect about you" section above, with personal data collected from certain trusted third-party sources and use this information to create profiles in order to determine your/ your company's commercial interests.

For example, we will collate the information you provide as part of your registration for events, information you generate in connection with your attendance at events, information

obtained by us using first party cookies and tracking technology on our websites and apps and certain information we obtain from third-parties (such as data providers) to analyse, segment and determine which marketing segments you fall within.

This information can then be used by, or for the benefit of, our clients in different ways as part of our marketing service offering to enable these clients to undertake tailored and targeted advertising campaigns. Our clients can present individuals with information about products and services that our clients think will be of interest to them via various channels based on the marketing segments we have developed and allocated individuals to. In many cases these advertising campaigns are run by us on behalf of clients without us ever sharing any personal data with the relevant clients (including via marketing emails, and social media channels and our advertising partners who facilitate advertising on third party sites). In other cases, we may provide to clients, information that, the client is unable to use to identify you in order for them to instigate their own marketing campaigns. In all cases, our activities are undertaken to the extent permitted by applicable law. These activities are undertaken based on individuals' marketing consents. Therefore, if you have exercised your rights to opt out of email marketing, you will not be marketed to in connection with the marketing services we provide to clients via any channel. Please notify Lloyds List Intelligence via email to: [Updatemydetails@lloydslistintelligence.com](mailto:Updatemydetails@lloydslistintelligence.com) if this is not the case, and we will ensure our systems are rectified with your request.

The activities that we, and our third-party partners, undertake may entail automated and machine learning-based processing of data to analyse or predict behaviours and preferences (e.g. interests in certain content, services and/or at events). The algorithm will identify companies and individuals with similar characteristics to companies and individuals that we know are interested in certain services, generating a similarity score for those clients. We will then enrich the information we hold about companies and individuals and send advertising to prospects based on this analysis.

## In social media

We may use your personal information to undertake advertising campaigns on social media platforms such as LinkedIn, Instagram, Twitter and Facebook in order to provide information about upcoming events or new products and to ensure you only receive relevant advertising about our products and services. We may share your personal information with social media platforms so that you see advertising about our, or our partners', products and services that we think you will be interested in when you interact with the relevant social media platform. We may also share your personal information with social media platforms to help us present relevant advertising to individuals who the social media platforms determine are likely to have similar interests to you.

We maintain presences on social media platforms, through our company and brand pages. We collect personal information when you interact with us on social media. Please note that these social media platforms may set cookies and other tracking technologies on your device when you visit their pages and when you navigate from their pages. The output of such information may be provided to us (usually for statistical purposes to see how users interact with our content on social media platforms). The social media platforms are responsible for how they handle your personal information and information about how these social media platforms collect and use your personal information (and how they use cookies and other technologies, including instructions on how you can disable these) can usually be found in their respective privacy policies and cookies policies on their respective websites.

## **For customer and prospects management (including analytics and product management)**

The personal information held about you, combined with other personal information legitimately obtained and shared with us by third parties or publicly available data, may be used to better understand our customers and their preferences and to improve the products and services delivered. This may include automated profiling and campaign management techniques.

## **For mobile applications and website analytics**

We may combine visitor session information or other information collected through tracking technologies, whether you are logged in or not, with personally identifiable information to understand and analyse your online experiences and determine which events, products and services are likely to be of interest to you.

Where you consent to the use of your location data, certain mobile applications may use location data to assist you to navigate around events and bring exhibitors' and sponsors' products to your attention whilst you are using the app.

Our marketing related emails contain a single, campaign-unique "web beacon pixel" to tell us whether emails are opened, and combined with other technology, to verify any clicks through to links within the email. We may use this information for purposes including determining which of our emails are more interesting and to query whether users who do not open our emails wish to continue receiving them. The pixel will be deleted when you delete the email.

Where you subscribe to an online service, the accompanying emails similarly include a pixel. We track interaction with these emails and our online services to validate attendance for accreditation purposes, to help determine which information is of interest to you and to customise the advertisements seen on our sites.

If you do not wish the pixel to be downloaded to your device, you should choose not to click links that we send or to opt out of email marketing or online events. This information may be connected to your personal identity.

While we strive to offer choice when using our website and mobile applications, we do not promise that we will be able to receive or honour web browser Do Not Track signals.

## **Within online membership communities, bulletin boards and chat areas**

You may choose to participate in online membership communities on our sites that allow you to create and publish a profile and other personal information. These communities may provide privacy controls that allow choice in how much of your profile and other information to make public or to share with others within the community.

Privacy controls are usually found on the page on which you edit your profile, and each individual is responsible for understanding how those controls work, including default settings, and choosing how the information provided is shared and protected. By



participating in these online membership communities, you may be contacted by other participants using the information provided.

When you disclose personal information on any public community boards or chat areas on such websites, your personal information can be collected and used by anyone who views that board or area. This may result in unsolicited messages from other participants or other parties, which are outside of our control or responsibility.

However, where you engage with us in customer enquiry chat areas, this is private, and we will use any information provided to help recommend products and/or assist with confirming any order you wish to place.

### **For enquiries**

Any personal information provided on the Contact Us page will be used only to provide a response or to service the request or enquiry made. The information provided will not be added to the marketing or customer prospect databases of Lloyd's List Intelligence.

### **For news alerts**

The information collected when you sign up for news alerts is used only to provide that service, and to understand the background and interests of our subscriber list.

In providing the service we gather statistics about how many emails are opened, using industry standard technologies including image downloads. This is to help us monitor and improve the news alerts service. The information is collected and analysed at an aggregate level only.

With your permission, from time-to-time Lloyd's List Intelligence may use your registration details to contact you about the news alerts service. You can unsubscribe from the service at any time using links provided within our emails.

### **In automated decision-making, including profiling**

We use fully automated algorithm-based technologies to personalise dynamic web content based on your explicit and/or implicit interests. General profiling, such as segmentation, is carried out for the purpose of providing a more relevant experience. Additionally, in our publishing business it may be used where your answers to an application to receive a sample inspection copy of a textbook determines whether the request is granted or is implemented in certain cases, to ensure we deliver a timely and reliable service to customers. Automated decision making is never used in any way that produces a legal or similarly significant effect.

When we use these techniques, we use measures to avoid legally discriminatory biases and inaccuracies. These automated processes may result in different content being shown to you.

### **For fulfilment of our legal obligations including anti-fraud measures and screening**

It is industry standard for companies to access and use certain personal information to prevent fraud, as may be required by applicable law and regulation and best practice at any



given time. If false or inaccurate information is provided and fraud is identified or suspected, details may be passed to fraud prevention agencies and may be recorded by us or by them.

To ensure we comply with international trade sanction laws and regulations, where appropriate: customers, vendors and suppliers are screened against applicable sanctions lists.

We may use personal information for the following commercial purposes:

- to administer subscriptions of Lloyd's List Intelligence publications and newsletters;
- to market our products and services or related products and services, and to tailor our marketing and sales activities to your or your company's interests; and
- to provide select business-to-business services to Lloyds List Intelligence customers using publicly available information about companies which may include personal information such as the name of a company CEO that is publicly available.

## How do we protect personal information

We recognise the importance of protecting and managing personal information. Your personal information will be treated with the utmost care and security.

We have implemented appropriate technical, physical and organisational measures designed to protect personal information against accidental, unlawful or unauthorised destruction, loss, alteration, use or unauthorised disclosure or access, as well as other forms of unlawful processing.

Our colleagues receive data protection training and there is a set of detailed security and data protection policies which colleagues are required to follow when handling personal information.

While we take all reasonable steps to ensure that personal information will be kept secure from unauthorised access, we cannot guarantee it will be secure during transmission by you to a website or other services, as we do not control that transmission. We make use of HTTPS (HTTP Secure) whereby the communication protocol is encrypted via Transport Layer Security (TLS) for secure communication over a computer network. The website is loaded via HTTPS, represented by the lock icon in your web browser ensuring the transmission is secured with a certificate issued by an official security certificate authority to Maritime Insights & Intelligence Limited, our legal entity.

## How is Personal Information handled globally?

Lloyd's List Intelligence is a global business with operations in over 7 countries and personal information is processed globally as necessary in accordance with this Privacy Policy. If personal information is transferred to a Lloyd's List Intelligence recipient in a country that does not provide an adequate level of protection for personal information, Lloyd's List Intelligence will take adequate measures designed to protect the personal information, such as ensuring that such transfers are subject to the terms of the EU Model Clauses or other adequate transfer mechanism as required under relevant data protection laws.

Additional country-specific requirements apply to this section, as listed in the country supplements.

## Cookies

More information on our use of cookies can be found in our Cookie Policy.

A cookie is a small text file containing a unique identifier that is automatically placed on a user's computer or other device when the user visits a website. For more information, please visit our Cookie Policy on our <https://www.lloydslistintelligence.com/cookie-policy>.

## Third-party links

This section explains that third party links on our website are subject to separate privacy practices.

The Lloyd's List Intelligence website contains links to other websites. We are not responsible for the privacy practices of these websites and do not accept any liability in connection with their content. We recommend reviewing the privacy policy of each third-party site linked from the Lloyd's List Intelligence website to determine its use of your personal information.

## Who is your personal information shared with?

As a global organisation, to provide you with our services and products, your information may be shared for specific reasons. This section explains how and why personal data is shared.

### Sharing with Service Providers

We may share your personal information with third parties who assist in providing our products and services and administering our business. These include but are not limited to IT and marketing technology host suppliers, web and data hosting providers, mailing houses, and servers, logistics and general services contractors, debt collection agencies, onsite health and safety partners, event registration partners, sales platform providers, communication tool providers, stand designers/builders/fitters, suppliers of sponsorship/marketing/PR collateral and other event collaboration partners. Personal information will only be shared with third parties if and to the extent it is necessary for them to provide our products and services to you.

We use web chat services including WeChat that allow us to connect with you and answer sales and customer services questions quickly and directly. We ensure these service providers protect your data, but these chats are intended to provide quick answers to basic service questions only, and you should not provide any sensitive information, such as bank or credit card details in these chats.

These data processors are bound to compliance through contracts in place that protect the personal information you have shared with us.

### Sharing with other Organisations

We may share your personal information with trusted partner organisations for their marketing purposes, in accordance with local data protection laws and where required, with your permissions.

If you use one of our virtual products, such as a virtual exhibition, directory site or webinars, or choose to allow your badge to be scanned at an event, we may pass the information you provide to third parties. Generally, this will be via a process whereby you, as the user, visit or interact with a third party, such as visiting a stand at an online exhibition, having your badge scanned or clicking an asset branded and provided by a third party. In some instances, for example, a product listing site, you may reach out directly to a supplier or exhibitor, who may contact you in return. In other instances, our virtual products are sponsored, and in these cases, the data provided will be given to the sponsor. Generally, we will let you know at the time of collection if a product is sponsored.

We may share your personal information with clients and data providers in connection with the marketing services referred to above, who are bound to process that data strictly in compliance with applicable law.

### **To reorganise or make changes to our business**

If we are subject to negotiations for the sale of all or a part of our business to a third party, are sold to a third party or undergo a re-organisation, we may need to transfer some or all of your personal information to the relevant third party or its advisors as part of any due diligence process. Any information that is transferred to that re-organised entity or third party will be used for the same purposes as set out in this policy, or for the purpose of analysing any proposed sale or re-organisation.

### **In connection with legal or regulatory obligations**

We may process your personal information to comply with our legal and regulatory requirements or to respond to regulators where applicable. This may include disclosing your personal information to third parties, the court service and/or regulators or law enforcement agencies in connection with enquiries, proceedings or investigations by such parties anywhere in the world or where compelled to do so.

In some circumstances, we may be legally required to disclose your personal information because a court, the police, another judicial or law enforcement body or government entity has asked us for it.

### **How long do we keep your personal information**

We will only retain personal information for as long as is necessary and as permitted by applicable laws.

We will retain personal information while we are using it, as described in the section above. We may continue to retain it after we have ceased such uses for certain legitimate business purposes. For example, if you have opted out of marketing communications from us, we will retain limited details about you to ensure we can honour your opt-out request. We may also continue to retain your personal information to meet our legal requirements or to defend or exercise our legal rights.

The length of time for which we will retain your personal information will depend on the purposes for which we need to retain it. After we no longer need to retain your personal information, it will be deleted or securely destroyed.

## Your Rights

This section explains your legal rights in relation to how we process your personal information depending on jurisdiction.

Lloyd's List Intelligence operates in countries with data protection laws that provide different rights to individuals in respect of access, deletion, rectification and limiting processing of personal information. In most cases the location of the Lloyd's List Intelligence offices will determine the rights you are entitled to.

The rights set out below apply regardless of where the Lloyd's List Intelligence is located. In order to understand the other rights you have, use the links for the country where you engage with is located. Certain country specific requirements apply to this section, which are listed in the country appendices.

To make a request you can contact Lloyd's List Intelligence's Privacy team by emailing [DPO@Lloydslistintelligence.com](mailto:DPO@Lloydslistintelligence.com).

## Updating your information and marketing preferences

This section explains who you can contact to update your personal information that we hold and how you can update how we can send you updates on our products, services and events.

We want you to remain in control of your personal information. We try to ensure the personal information held about you is accurate and up-to-date. We will always provide the opportunity to unsubscribe or opt out of future marketing communications.

Information on how to unsubscribe or opt out will be provided on each marketing email we send you. However, if at any stage you would like to update and/or correct your personal information, or opt-out of future marketing communications, request this by sending an email to: [Updatemydetails@lloydslistintelligence.com](mailto:Updatemydetails@lloydslistintelligence.com).

## Contact Us

For any questions about this Privacy Policy or our use of your information, you can contact our Privacy team by submitting a request by email to [DPO@Lloydslistintelligence.com](mailto:DPO@Lloydslistintelligence.com).

You can also contact our Group Data Protection Officer at Maritime Insights & Intelligence Limited, 5th Floor, St. Bride Street, London, EC4A 4AD.

We hope we will be able to resolve any privacy concerns you may have. However, you always have the right to complain to any supervisory authority or other public body with responsibility for enforcing privacy laws in your country.

The contact details for the supervisory authority in the country for each Lloyd's List Intelligence subsidiary are set out in the country supplement.

This Privacy Policy was last updated in April 2024.