

Privacy Policy

TradeMark East Africa Privacy Policy

Welcome to The TradeMark East Africa (TMEA)'s privacy notice.

TMEA respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

This privacy notice covers the following areas. Alternatively you can [download a pdf version of the policy here](#). Please also use the Glossary to understand the meaning of some of the terms used in this privacy notice.

What information we may collect

Personally identifiable information

When you subscribe to receive our news updates, event invitations, and other emails, you will be asked for basic personal information that helps to identify you such as your name, email address, organizational affiliation and country of residence. If you apply for a job at TMEA, you will be asked to provide information typically found in a curriculum vitae.

We collect only the personal data from you in order to provide you with the service you requested. Your personal data will be kept with us until you unsubscribe from our mailing list.

At any time, you can opt out of receiving emails from us clicking the 'Unsubscribe' link at the bottom of all of our emails, or by contacting us at info@trademarkea.com. You can also request to have your personal data modified or deleted.

Non-personally identifiable information

When you access the Site for general browsing, we do not collect any personal information from you. The only information we collect is Internet Protocol (IP) address, browser type, operating system, the files you download, the pages you visit, and the dates/times of those visits. These do not specifically identify you. The information is used only for website traffic analysis in order to improve our websites, and we treat it confidentially.

IP Addresses

In addition, TMEA also records your IP address, which is the Internet address of your computer, and information such as your browser type and operating system. This

information helps us learn about the geographical distribution of our website visitors and the technology they use to access the Site.

How do we use cookies?

A cookie is a small file which is normally automatically accepted by your web browser and placed on your computer's hard drive. You can choose not to enable cookies, however, doing so may disable certain functionality across this website.

The cookie helps analyse web traffic. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web-page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

List of the cookies used on the TMEA website

This is a list of the main cookies set by the TMEA website, and an explanation of what each one is used for.

Cookie name	Purpose
_ac	A cookie used to remember that a user is logged in (to ensure that they do not have to log in to every page they navigate to).
_utma, _utmb, _utmc, _utmz	These cookies allow the TMEA to count page visits and traffic sources so we can measure and improve the performance of our site, using a service provided by Google Analytics.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over content displayed on other sites. Therefore, we cannot be responsible for the protection and privacy of any information which you download or provide while visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Social media

If you share our content on Facebook, Twitter or other social media accounts, we may track what content you share. This helps us improve our social media outreach.

How we will protect your personal information

Personal information is only shared internally in order to provide you with the service(s) you have requested. We share non-personal information within TMEA and with companies and/or consultants involved in our communications activities. TMEA may transfer (or otherwise make available) your personal information to other members of the TMEA organizational network.

We ensure that your information is stored securely and is accurate and up to date. We will keep your data only as long as it is needed, or until you ask us to delete it. We keep your information confidential except where disclosure is required or permitted by law or as described under 'Prohibited Use'.

TMEA may use third parties to process your information. All of our service providers are required to maintain the confidentiality and security of your personal information, and to use it only in compliance with applicable privacy laws. These third parties are required to comply strictly with instructions that they not use your personal information for their own business purposes.

Changes to policy

We may change this privacy policy by updating this page. You should check this page from time to time to ensure that you are happy to accept any changes to the policy. If you have any queries or concerns, contact us here <http://www.trademarka.com/who-we-are/contact/>