



MANTRA LEARNING LTD DIRECT MARKETING POLICY

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1. What is direct marketing?

Direct marketing consists of any advertising or marketing communication (whether trying to sell a product or promoting an organisation) that is directed to particular individuals or companies. Direct marketing also includes market research calls, where the caller is actually trying to sell goods or services, or to collect data to help it (or others) to contact people for marketing purposes at a later date.

2. Information Collection and Use

For the purpose of this Policy, "Personal Information" means information that can be used to uniquely identify you, such as your name, telephone number, address, and e-mail address.

Personal Information We Collect

When you interact with us, we may ask you to supply us with Personal Information. For example, we may collect Personal Information when you:

- Use our Service, including our websites and download content from our websites
- Request quotes, support, information, or access to our information products and services;
- Subscribe to newsletters, promotional e-mails, alerts, updates or other materials;
- Register for webinars or other content offers; or Contact us.

Information We Automatically Collect

When you access the Service via a web browser we and our third party service providers automatically record certain usage information. This information may include your IP address (and other unique identifiers for the particular device you use to access the internet), browser type, your web or application request, your interaction with our Service, the webpage or

services feature you were using before you came to our Service, pages of our websites that you visit, information you search for via our Service, access times and dates, and other similar information. We use this information for a variety of purposes (further addressed in “Our Use of Your Information” below), including analysing and enhancing our products and services, and to help personalise our Service for you.

We and our third party service providers may automatically collect information using various methods, including, without limitation, the following methods.

Click-Through URLs- In some of our e-mail communications, we use a “click-through URL” linked to content on our websites. When users click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We may track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications.

For information on cookies please refer to our Cookie Policy.

Our Use of Your Information

We mainly use your Personal Information, either alone or in combination with other information, so that we can provide, enhance and personalize our Service and our marketing efforts. The following are examples of a variety of ways that we may use your information. We may use your information, including Personal Information:

- To provide you with the best customer experience possible;
- To provide the products and services you purchase, respond to your questions, and carry out the transactions you have requested;
- To communicate with you regarding updates, offers, orders, and promotions;
- To help us develop, customize, deliver, support and improve our services, products, content, and advertising;
- To help authenticate any account you create with us;
- To administer promotions;
- To serve advertisements on our Service or through e-mails;
- To protect the rights or property of Mantra Learning or our users, and prevent fraud and other prohibited or illegal activities;
- To protect the security of our products, services, and business;
- For our internal purposes (such as auditing, data analysis, and research to improve our products, services, and communications); and otherwise, as disclosed to you at the point of collection.

3. Information Sharing and Disclosure

Except as described in this Policy, we will not share your Personal Information with other companies or individuals outside of Mantra Learning unless we have received your consent.

Communications

Opt-out

If you decide at any time that you no longer wish to receive communications from us, please follow any unsubscribe instructions that may be provided in our communications to you. You will then be automatically removed from our email marketing list and transferred to a suppression list. We may, on occasion, still need to send you important service messages and documents such as order confirmations, price quotations, invoices, etc.

Opt-in

You can opt-in via our website at mantralearning.co.uk/sign-up or via paperwork completed by yourself with Mantra Learning. You will receive an email to confirm your subscription with Mantra Learning. Once you confirm you will be added to our email marketing list to receive our monthly newsletter containing industry relevant topics, relevant special offers, mantra news and updates on our training courses. We may also occasionally invite you to events we feel you may be interested in and send you specific emails we feel will benefit you.

Changes to this Policy

This Policy may be updated from time to time. If we make changes, we will revise this Policy to reflect such changes and revise the effective date included at the bottom of this policy. We may provide you additional notice (such as to your e-mail address) if the changes are material.

Contacting Us

If you have any questions about this Policy, please feel free to contact us by e-mail at dlpalerts@mantralearning.co.uk or by mail at Policy department, Mantra Learning, Greengate, Middleton, Manchester M24 1RU.

Signed:



Mark Currie

Chief Executive

Date: September 2022

Review date: September 2023