

# Privacy Policy

Office Kirkpatrick SA (hereinafter Kirkpatrick) is a global law firm providing advisory and administrative services in the fields of intellectual property strategy and management. The offices of Kirkpatrick are located in Belgium.

This Privacy Policy relates to the data collected online through our website [www.kirkpatrick.eu](http://www.kirkpatrick.eu) and the data you provide us with when instructing us with a mission. In particular, it addresses which data are collected and how they are used, stored, and shared within Kirkpatrick, which serves as the data controller. The Kirkpatrick website is hosted and managed in Belgium.

Kirkpatrick is committed to ensuring that your privacy is protected. Should we ask that you provide us with your personal data, i.e. information which relates to yourself as an identified or an identifiable natural person, you can be assured that these data will only be processed in accordance with this Privacy Policy.

## What and how we do collect

You can access and use our website without providing us with your personal data.

Kirkpatrick may collect your personal data in three specific situations:

- When you subscribe to our newsletter;
- When you fill out our contact form for requests related to our services;
- When you contact us with a mission.

In these instances, the following personal data may be collected: name, address, telephone number, email address, job title, bank account.

Kirkpatrick does not collect any special categories of personal data as defined in article 9 sub 1 of the General Data Protection Regulation (GDPR).

Some information may also be collected automatically through cookies when you access and use our website. We use traffic log cookies to identify which pages are being used. This helps us analyze 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.

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.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Use**

The data are used for two kinds of purpose:

### **Standard communication:**

To respond to your inquiries sent via our contact form or to execute the mission you have instructed us to perform.

### **Marketing activities:**

- To send you our newsletter, which includes news and legal briefings, as well as occasional information on events, services, or other news;
- To send you general information about our services, events, and other news;
- To assess the effectiveness of our newsletter and other communications;
- To contact you for market research purposes to help us improve our services;
- To track the analytics of our website;
- To measure the business usage of our website. We are using an external service for this, which provides us with company names and addresses, based on IP-addresses. The IP address is not included in the data provided to us by this service provider.

## **Sharing**

Kirkpatrick shares the personal data it collects internally.

Kirkpatrick may need to share (some) personal data with other IP Firms, Intellectual Property Offices or Courts .Furthermore Kirkpatrick may employ the services of third parties to support us with certain tasks, such as web technical support or marketing automation. To this end, we may also share your data with our third party service providers, to perform services on our behalf.

Kirkpatrick does not sell, lease, share, or otherwise transfer your personal data to third parties.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we process. In particular, Kirkpatrick adheres to a documented information security policy. This ensures that the data are stored in compliance with the GDPR and within the limits of the purpose for which they were collected.

## **Your rights**

If you change your mind and you no longer wish that we process your personal data for marketing purposes, you may either tick the opt-out box which appears on every one of our

marketing communications to you or simply email us at [ip@kirkpatrick.eu](mailto:ip@kirkpatrick.eu) to ask that we remove you from our marketing mailing list.

If you wish to obtain details relating to the personal data which we have collected from you, if you believe that these data are incorrect or incomplete and would like to have them corrected, or if you would like that we erase your data, please send us an email at [ip@kirkpatrick.eu](mailto:ip@kirkpatrick.eu).

## **Links**

Our website may contain links to other websites of interest. However, once you have moved out of our website via one of these links, we no longer have any control or responsibility regarding how other websites handle your data.

## **Changes**

This Privacy Policy may be subject to updates or amendments, which are made available on our website. We encourage you to periodically review it to ensure that you are still happy with it. This Privacy Policy is effective from May 25, 2018.