

# Dobson Lyle

Experts in Personal **DNA** Profiling  
& Human Performance

## Privacy Policy

23rd May 2018

DOBSON LYLE Limited (“us”, “we”, or “our”) and its partner Birkman International Inc. operates the websites (the “Service”):

<https://www.dobsonlyle.com>

<https://www.birkman.com>

<https://direct.birkman.com>

This page informs you of our policies regarding the collection, use and disclosure of Personal Information when you use the Service. Because all of our services use The Birkman Method assessment tools to deliver the service, this privacy statement also incorporates the privacy policies of Birkman International Inc. The Birkman International Inc. Privacy Policy can be viewed at <https://birkman.com/privacy-policy>

Dobson Lyle Limited and Birkman International, Inc., its subsidiaries and its affiliated entities throughout the world (collectively, Dobson Lyle, “Birkman,” “we,” “us,” or “our”) are committed to protecting the privacy of your personal information. Set forth, below, is a summary of the policies and procedures that we follow to protect the confidentiality of the personal information that you provide to us through our Websites (collectively, the “Websites”), by phone, email or in writing. These policies and procedures, including the EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield privacy statement and the website privacy statement, are referred to collectively as the “Privacy Policy”.

We will not use or share your information with anyone except as described in this Privacy Policy.

We use your Personal Information for providing and improving the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, accessible at <http://www.dobsonlyle.com>

### **Information Collection and Use**

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to your name, age, gender, educational background and career information, country, ethnicity, email address and mailing address (collectively, “Personally Identifying Information”). Your use of the Websites constitutes your affirmative decision to provide Personally Identifying Information to us.

### **Information We Collected From Our Websites**

We may log a user’s computer IP address, browser type and version, domain, and operating system when a user visits our Websites. IP addresses may in some cases be linked to Personally Identifying Information. We use the tracked information, including IP addresses, to help diagnose problems with our servers, administer our Websites and ensure the security of our networks.

We may place a piece of information known as a “cookie” on your computer when you visit our Websites. Cookies are commonly used by websites to improve the user’s experience. We may use cookies for a number of purposes – for example, to maintain continuity during an extended user session or to gather data about the usage of our Websites for information technology, sales and marketing and other corporate purposes. Cookies have not been known to transmit computer viruses or otherwise harm computers. Many cookies persist only through a single session or visit, but others may have an expiration date or may remain indefinitely on a computer until deleted.

Our cookies will track only your activity on our Websites and will not track your other Internet activity. Our cookies do not gather Personally Identifying Information or Financial Information. We may occasionally use third parties to set cookies on our Websites and gather cookie information for us, or to operate web servers. You can decide if and how your computer will accept a cookie by configuring your preferences or options in your browser. If you choose to reject cookies, you may not be able to use some of our online products and services or some features of our Websites. In addition to the information we collect from cookies, we also obtain information that you provide to us online. Contact information from online forms is used to process orders, register for training classes and pay for goods and services. We also collect and use contact information in connection with the dissemination of newsletters, research reports, case studies and marketing materials.

### **Purpose for Which Personally Identifying Information is Collected and Used**

Our Websites are the principal means by which individuals access The Birkman Method® assessment. The assessment is comprised of a questionnaire of approximately 300 questions and a series of reports derived from the responses to these questions. Individuals take The Birkman Method® assessment on his/her own initiative or at the request of an employer, a prospective employer, educational, religious or not-for-profit organisation or other group (a “Sponsoring Organisation”). In connection with our Privacy Policy, consultants and consulting firms that help administer The Birkman Method® assessment are considered to be Sponsoring Organisations. Of the Personally Identifying Information collected from you, only the “Assessment Results”, specifically your name, gender, and email address, and the reports about you generated in connection with The Birkman Method® assessment, are accessible by the Sponsoring Organisation.

For research purposes, we may aggregate your responses with the responses of other individuals to develop group norms, conduct validation studies, perform statistical analysis, develop new products and services and otherwise improve our assessments. In

these cases, your age, gender and other personal information may be used to create only aggregated results which may be included in reports that are published or otherwise disseminated, and which can in no way be linked to your Personally Identifying Information. We do not barter, trade or sell access to your Personally Identifying Information, other than with your written permission, as set forth below.

### **Consent to Collect, Use, and Limited Disclosure of Personally Identifying Information**

When taking The Birkman Method® assessment at the request of Dobson Lyle Limited your participation indicates your consent to the disclosure of the Assessment Results only to Dobson Lyle Limited or other Sponsoring Organisation that you have authorised to access Assessment Results. In addition, access to your Personally Identifying Information may be used by our employees in connection with the administration of The Birkman Method® assessment. In providing your Assessment Results to Sponsoring Organisations, we will not disclose your particular answers to particular questions, but will provide computer-generated reports derived from your responses by means of our proprietary process.

Your Personally Identifying Information will not be transferred or disclosed by Dobson Lyle Limited or Birkman to a third party (other than a Sponsoring Organisation, if applicable) without your express written consent. Permission may be in the form of an email addressed to the Dobson Lyle Data Protection Officer which must be sent from the email address associated with your name in our database. Charges may apply in connection with any such transfer and release.

We may disclose Personally Identifying Information about you if such disclosure is required by United Kingdom, Ireland USA federal, state, local or foreign law, statute or regulation. In such cases, we will use commercially reasonable efforts to disclose only the information required by law.

In the event there is a change in the Dobson Lyle Limited or Birkman's corporate structure, including, without limitation, merger, consolidation, sale, liquidation or transfer of substantial assets,

Dobson Lyle Limited or Birkman may, in its sole and absolute discretion, transfer, sell or assign information collected, including, without limitation, aggregated information and Personally Identifying Information, to one or more affiliated or unaffiliated third parties, as part of such restructuring. Any affected users will be notified via our websites or email. Dobson Lyle and Birkman may also retain and disclose Personally Identifying Information in order to: (1) comply with applicable laws; (2) respond to governmental inquiries or requests; (3) comply with valid legal processes; (4) protect the rights, privacy, safety or property of Dobson Lyle Limited and Birkman, Website visitors, clients or the public; (5) enforce our Websites terms of service; and (6) permit us to pursue available remedies or limit the damages that we may sustain.

### **Links to Other Websites**

Our Websites may contain links to other websites. We have no control over the privacy practices of such other websites nor should any such link be considered an endorsement of such other websites' privacy practices. We recommend that you read the privacy policies of such other websites before providing them any Personally Identifying Information.

### **Security and Retention**

The security of your Personal Information is important to us, however it should be remembered that no method of transmission over the Internet, or method of electronic storage is 100% secure. As such we make no warranties as to the level of security afforded to your data, except that we will always act in accordance with the relevant UK and EU legislation. Dobson Lyle Limited and Birkman take commercially reasonable procedural, physical and electronic measures to protect your information from loss, misuse and unauthorised access, disclosure, alteration and destruction. Birkman protect your information during electronic transmission by using the Secure Socket Layer (SSL) protocol, which encrypts the information that you transmit to them and the information that they transmit to Dobson Lyle Limited. We also take appropriate physical safeguards to protect your information while in storage and in our office. We restrict access to information collected about you at our

Websites to our employees or others who need to know that information to provide services to you or in the course of conducting our normal business operations. We may retain your Personally Identifiable Information, contact information or other information you provide to us for so long as required by law, as necessary to provide services and conduct research, which may be for an indefinite period of time.

### **Customer Testimonials and Comments**

We post customer testimonials and comments on our Websites, which may contain Personally Identifiable Information. We obtain each customer's consent via email prior to posting the customer's name and testimonial.

### **International Transfer of Information**

To facilitate our global operations, we may transfer and access Personally Identifiable Information and Financial Information from around the world, including the United States. This Privacy Policy shall apply even if we transfer Personally Identifiable Information to other countries.

### **Data Integrity**

Birkman takes reasonable steps to ensure that the Personally Identifying Information it maintains is reliable for, and relevant to, its intended use. We also endeavour to ensure that such Information is accurate, complete and current.

### **Children's Privacy**

We do not knowingly collect personally identifiable information from children under the age of 16. If you are a parent or guardian and you are aware that your child has provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from a child under age 16 without verification of parental consent, we will take steps to delete that information.

## **Changes to Your Personally Identifiable Information**

You have the right to review the Personally Identifying Information that we maintain about you and to correct, amend or delete that information where it is inaccurate. Our ability to provide you with access to your Personally Identifying Information is dependent on the completeness and accuracy of the information that you provide to us. Dobson Lyle Limited and Birkman are not, responsible for maintaining the accuracy and completeness of your information. This is your responsibility. Requests may be made by email to the Dobson Lyle Data Protection Officer, Andy Austin at [andyaustin@dobsonlyle.com](mailto:andyaustin@dobsonlyle.com) The email request must be followed up with written proof of identity, which should be a copy of your current driver's licence, passport or birth certificate. Information about where to send such proof of identity will be forwarded to you in response to your email request. We will respond to your request within one month.

## **Emails, Questions, Complaints, and Disputes**

We welcome your email messages to mailboxes listed on our Websites. We will share your messages with those within our organisation who are most capable of addressing the issues contained in your message. We will keep a copy of your message until we have had an opportunity to address your concerns. We may archive your message for a certain period of time or discard it. If you have taken The Birkman Method® assessment at the request or under the aegis of a Sponsoring Organisation, you should submit complaints concerning the use of your Personally Identifying Information to that Sponsoring Organisation in accordance with its policies and procedures, including its dispute resolution mechanism, if any. We will participate in your Sponsoring Organisation's dispute resolution process upon your written request. In situations where the Sponsoring Organisation's dispute resolution mechanism is not available, and, in all cases in which a Sponsoring Organisation is not involved, you should communicate all complaints, concerns or questions regarding the subject matter of this Privacy Policy to the Dobson Lyle Data Protection Officer, Andy Austin at [andyaustin@dobsonlyle.com](mailto:andyaustin@dobsonlyle.com). Please include your name, address and phone number or e-mail address in all communications

to us and state clearly the nature of your complaint, concern or question.

We regularly review our compliance with this Privacy Policy and verify that it is accurate, comprehensive for the information intended to be covered, prominently displayed, fully implemented and accessible and in conformance with the Privacy Shield Framework.

## **CONTACT US**

Any concerns related to this Privacy Policy should be addressed in writing to the Dobson Lyle Data Protection Officer, Andy Austin at [andyaustin@dobsonlyle.com](mailto:andyaustin@dobsonlyle.com) and we will take steps, consistent with applicable law, to address and to remedy any compliance issues identified by you, if necessary.