



# Aurora Privacy Notice



This privacy notice sets out how Aurora Energy Research Limited (“Aurora”) uses and protects any personal data that you give Aurora when you use this website.

Aurora is committed to ensuring that your privacy is protected. Should we ask you to provide certain personal data by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

Aurora may change this notice from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This notice is effective from April 2018.



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# 1. What we collect

We may collect the following personal data:

- name
- contact information including email address and telephone number
- registration information
- transaction information, e.g. payment card details
- demographic information e.g. location of office, job title, where you work
- sensitive information
- other information related to preferences or interests

# 2. What we do with the personal data we gather

We require this personal data to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping
- Improving products and services
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your personal data to contact you for market research purposes. We may contact you by email, phone or mail. We may use the personal data to customise the website according to your interests.
- Billing and invoicing

### 3. Security

We have built our website using industry-standard encryption and authentication tools to protect the security of personal data.

We also use technological measures such as secure routers and firewalls to help protect personal data. Information collected through the website is encrypted before it travels over the Internet using industry-standard technology for conducting secure online transactions. Unfortunately, because of its nature, we cannot guarantee against the loss or misuse of personal data transmitted over the Internet.

### 4. How we use cookies

Aurora uses Universal Analytics cookies to compile usage reports and to help improve the company website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited.

Aurora uses Cloudflare security cookies to help identify trusted web traffic from shared IP addresses, it is essential in helping us identify trusted web traffic to the company's website. To learn more about Aurora's cookie policy, read [here](#).

### 5. 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 that other website. Therefore, we cannot be responsible for the protection and privacy of any personal data which you provide whilst 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.

## 6. Controlling your personal data

You may choose to restrict the collection or use of your personal data in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal data for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [privacy@auroraer.com](mailto:privacy@auroraer.com)

You may request details of personal data which we hold about you. If permitted by law, a reasonable fee will be payable. If you would like a copy of the information held on you please write to Aurora Energy Research Limited, Second Floor, 2-3 Cambridge Terrace, Oxford OX1 1TP.

If you believe that any personal data we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any personal data found to be incorrect.

## 7. Sharing your personal data

We may disclose your personal data to our agents or sub-contractors for the purposes identified above. In such cases, the agent or sub-contractor will be obligated to use that personal data in accordance with the terms of this privacy notice.

We will not sell, distribute or lease your personal data to third parties unless we have your permission or are required by law to do so. We may use your personal data to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

We may disclose your personal data without your permission to the extent that it is required to do so by law, in connection with any legal proceedings or prospective legal proceedings, and in order to establish, exercise or defend its legal rights.

## 8. Further Information

If you have any questions about this privacy notice or the processing of your personal data by Aurora Energy Research Limited and Aurora Energy Research GmbH, please contact:

Caroline Turner, Head of Operations

Email: [privacy@auroraer.com](mailto:privacy@auroraer.com),

Address: Aurora Energy Research Limited. Second Floor, 2-3 Cambridge Terrace, Oxford OX1 1TP