

WELL MADE STRATEGY WEBSITE PRIVACY POLICY

Well Made Strategy helps you become more effective in your communications, through strategy, advice and learning. Our partners are some of the most ambitious, courageous and innovative organizations tackling issues of social justice, rights and equalities in Africa and beyond.

Our team of inspiring consultants help you become more strategic in your approach to communications, engraining good practice and introducing useful approaches to your work. This brings direction and confidence to our partners, saves you time and money and ultimately helps you make a bigger difference to the world through effective communications.

This Privacy Policy is our statement of intent and commitment to be transparent and protect any data and information that comes into our possession. It governs the way we and our Affiliates collect, use, maintain and disclose information collected from users of our site.

DEFINITIONS

In this Privacy Policy, the following words shall have the meanings attached to them unless the context otherwise requires:

“**Affiliate**” means in relation to Well Made Strategy, a subsidiary or a holding company of Well Made Strategy, or any subsidiary of the holding company and all of its subsidiaries;

“**Well Made Strategy**” means Well Made Strategy and/or its Affiliates;

“**Site**” means any website owned and/or operated by Well Made Strategy. and in respect of which this privacy policy applies;

“**SSL**” means Secure Sockets Layer; and

“**User**” a person who accesses Well Made Strategy Site and its content

PERSONAL IDENTIFICATION INFORMATION

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit the Site, by filing out a form response to a survey, subscribe to newsletters or other resources and in connection with other activities, services, features or resources Well Made Strategy make available on the Site. Users may be asked for such information as Well Made Strategy may deem appropriate and/or necessary including the User's name, email address and mailing address. Users are under no obligations to provide Well Made Strategy with personal information of any kind.

Information which Well Made Strategy servers automatically collects when Users visit the site include, but are not limited to, your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site. If Users are using our mobile application, this information may also include your device name and type, operating system, Users' country, Users' likes and replies to a post, and other interactions with the application and other users via server log files, as well as any other information the User chooses to provide.

By voluntarily providing Well Made Strategy with Personal Data, a user is consenting to Well Made Strategy use of it in accordance with this Privacy Policy.

USERS MAY, HOWEVER, VISIT SITE ANONYMOUSLY

Well Made Strategy will collect personal identification information from Users only if they voluntarily submit such information. Users may refuse to supply personally identification information if it is understood that failure to provide personal identification information may prevent them from engaging in certain Site related activities including (but not limited to) accessing certain services from the Site.

NON-PERSONAL IDENTIFICATION INFORMATION

Well Made Strategy may collect non-personal identification information about Users whenever they interact with this Site. Non-personal identification information includes (but is not limited to) the browser name, the type of computer and technical information about Users, means of connection to our Site, such as the operating system and the internet service providers utilized and other similar information. The Users information collected is for no other purpose but to assist Well Made Strategy know how to serve the user.

WEB BROWSER COOKIES

The Site may use “cookies” to enhance the User experience. Web browsers use cookies to keep track of Users’ preferences. A User may choose to set their web browser to refuse cookies, or to alert them when cookies are being sent.

HOW WE USE COLLECTED INFORMATION

Well Made Strategy collects and uses Users personal information for the following purposes:

- To facilitate and improve service for the User
- To more effectively respond to User needs.
- To personalize user experience
- To understand how users as a group use the services and resources provided on this Site.
- To improve this site offering based on the information and feedback received.
- To send Users information they agreed to receive about topics Well Made Strategy thinks would be of interest to them.
- To send periodic emails where they have subscribed to such.

- To respond to user inquiries, and/or other requests or questions. If User decides to opt-in to the Well Made Strategy mailing list, they will receive emails that may include news and updates about Well Made Strategy activities. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact Well Made Strategy via this Site.

HOW WE PROTECT YOUR INFORMATION

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, and all data stored on our Site.

We guarantee to use both administrative, technical and physical security measures to help protect the Users' personal information.

THIRD PARTY WEBSITES

Users may find content on this Site that links to the sites and services of Well Made Strategy partners, sponsors, and other third parties. Well Made Strategy does not control the content on these third-party sites, some of which is constantly changing. Well Made Strategy therefore advises its users to ensure they read and understand the terms of the third-party sites immediately on accessing them and before sharing any data or information.

COMPLIANCE WITH CHILDREN ONLINE PRIVACY PROTECTION LAWS

Well Made Strategy recognizes the vulnerability of children and hereby undertakes to continue complying with all local and international laws and international best practices when dealing with information relating to children.

CHANGES TO THIS PRIVACY POLICY

To respond to the constant change in technology and regulations from time to time, Well Made Strategy may update this Privacy Policy. Such an update or change will be notified to users by posting it on the Home Page of this Site. Users are encouraged to frequently check that page for any updates. By continuing to use this site you acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of modifications.

ACCEPTANCE OF THESE TERMS

By using this Site, a user signifies their understanding and acceptance of this Privacy Policy. continued use of the Site following the posting of changes to this policy shall be construed as acceptance of those changes.

CONTACTING US

Well Made Strategy contact details can be found on the 'Contact' tab of this website.

