



Website Privacy Notice

The SYKES website is operated by Sykes Enterprises, Incorporated, located at 400 North Ashley Drive, Suite 3100, Tampa, FL 33602, USA. We take your privacy very seriously and therefore urge you to read this statement carefully as it contains important information regarding:

- the personal information we collect about you, our users
- what we do with your information
- who your information may be shared with

We are a Data Controller and a Data Processor for the purposes of the General Data Protection Regulation (EU) 2016/679. Therefore, we are responsible for and control the processing of your personal information. If you give us information about another person, you confirm that the other person has appointed you to act on their behalf and agree that you:

- shall consent on their behalf to the processing of their personal data
- shall receive any data protection notices on their behalf
- shall consent on their behalf to the transfer of their personal data abroad

Visitors to our website

When someone visits our website, we use third-party service Google Analytics to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to various parts of the site. This information is only processed in a way which does not identify anyone. We do not make or allow Google to make any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

Cloud

Our cloud computing is an information technology model that enables universal access to shared pools of configurable system resources and higher-level services that can be rapidly provisioned with minimal management effort over the Internet. Cloud computing relies on sharing of resources to achieve coherence and economies of scale and our servers are based within the European Economic Area.

Cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. You can set your browser to not accept cookies, however in a few cases some of our website features may not function as a result.

1 Information about our use of cookies

1.1 This explains how we use cookies on the SYKES website. We recommend that you read our cookies statement so that you are aware of how we use them globally and can take steps to reject or delete the cookies if you do not agree to them being used.

- 1.2 Cookies are small text files stored on your device and used by website operators in order to make websites work, or work more efficiently, as well as to provide information to the operators of the website or certain third parties. Each cookie usually contains a unique string of characters which allows a website to distinguish your browser or device from other users. In this cookies policy, we also use the term "cookie" to mean any other similar technology, such as web beacons, local stored objects (e.g., "Flash cookies") and pixel tags.
- 1.3 We use cookies to enable you to navigate between pages and to generally improve your user experience. We also use cookies to analyze how users interact with this website, enable sharing of content via social media and to provide you with embedded content from third parties. We also sometimes use cookie-type technologies in emails to identify how users come to this website so that we can evaluate and measure the effectiveness of our email marketing.
- 1.4 We may combine information collected via cookies with information — your IP address, the type of browser, device and operating system — to provide statistical information about visitors to the website. Where this website uses third party cookies, you should check with the relevant third party to see how they use cookies (see section 2 below).
- 1.5 You can find out more about cookies at <http://www.allaboutcookies.org>. The user instructions for your browser or device will explain how you can control the use of cookies on your device.

2 Cookies we use

We use the following cookies on this Website:

- **User input cookies** — Cookies used to keep track of a user's input, e.g., the completion of a multi-page form or a shopping basket on an e-commerce website
- **Authentication cookies** — Cookies used to identify a user once he has logged in to a website; cookies used to "remember me" to avoid the need to log in for future visits are not considered "essential"
- **User-centric security cookies** — For example, cookies used to detect the number of failed log in attempts to a service specifically requested by a user
- **Multimedia player session cookies** — Cookies used to store technical information (e.g., network speed, quality and buffering) needed to play video or audio content requested by the user; might include Flash cookies
- **Load balancing session cookies** — used to manage server load balancing; this is covered within the first bullet above (the transmission of a communication)
- **UI customisation cookies** — Cookies used to remember preferences specifically set by a user (language or display preferences set using a button or tick box) and not linked to other data such as the user's username

- **Social media content sharing cookies** — Cookies used by social media plug-ins to identify users who are logged in to social media networks and which are used to enable them to share content using that social media network these cookies should only persist for as long as the user is logged in or before they close the browser
- **Social plug-in tracking cookies** — Cookies used to track the activity of users logged in to social networks; for purposes of targeted advertising, analytics, etc.
- **Third party advertising** — Cookies used for third party advertising (i.e., advertising served by a domain outside the website in question)
- **First party analytics** — first party analytics cookies (example.g., those used for Google Analytics), are not essential and therefore require consent

2.1 **Strictly necessary cookies** are cookies that are required for the operation of this website.

2.2 **Analytical/performance cookies** allow us to recognise and count the number of visitors and to see how visitors move around this website when they are using it. This helps us to improve the way this website works, for example, by ensuring that users are finding what they are looking for easily.

2.3 **Functionality cookies** are used to recognise you when you return to this website. This enables us to personalise our content for you, greet you by name and remember your preferences (example.g., your choice of language or region).

2.4 **Targeting cookies** record your visit to this website — the pages you have visited and the links you have followed. We will use this information to make this website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

2.5 **Third party cookies** are used for performance and functional purposes to provide additional functionality and to make it easier for you to share content on this website. These are cookies that are set by a third party when you access this website and are controlled by that third party.

3 **Accepting and rejecting cookies**

Under GDPR, in order for consent to be valid, the user will be provided with a clear message about what cookies are used and their purpose and then provide clear, affirmative action (e.g., clicking “accept” or “I agree”). Continuing to use a website is unlikely to be sufficient. Where consent is required the cookie should not be deployed

unless and until that consent is provided. Consent is not required under the Privacy and Electronic Communications Regulations for cookies that are strictly necessary.

- 3.1 Other than those cookies listed as being strictly necessary for the operation of this website, we will not deploy any cookies without your consent.
- 3.2 You can control the use of cookies on this website using the Cookie Control feature on this website, which works with most browsers and devices. To reset cookie permissions to their default setting, change the settings on Cookie Control.

Please note that Cookie Control uses a cookie to remember your preferences. If you clear any cookies from your browser or device then you will need to reactivate your Cookie Control preferences when you next visit this website.

- 3.3 If you wish to use this website but are not able to access the Cookie Control feature and do not consent to the use of cookies (or certain cookies), you can block cookies by activating the setting on your browser or device that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access this website or certain features offered through this website.

4 Third party platforms

If we use third party platforms, (e.g., a blog hosted by WordPress), which may use cookies outside our control, we will explain this to you.

5 Changes to this policy

This cookies policy may be amended by us at any time. Please check this page periodically so that you are aware of any changes.

Revision history:

Version	Date	Amended By	Summary of Changes
v1.0	20.4.2018	Ellie Robertson	To comply with the GDPR
v1.1	17.7.2018	Ellie Robertson	Incorporated comments from Legal Counsel