

Privacy notice

Introduction

Pantheon is a trading name of Pantheon Macroeconomics Ltd whose registered office is at 5th Floor, Cathedral Buildings, Dean Street, Newcastle upon Tyne, NE1 1PG. Pantheon Macroeconomics Ltd is registered in England and Wales under company registration number 07076751.

This privacy notice explains:

- Who we are
- How we collect, share, and use your personal data
- How you can exercise your privacy rights

Pantheon is the “data controller” for the purposes of the applicable Data Protection laws (referred to as ‘Pantheon’, ‘we’ or ‘us’ in this privacy notice).

Pantheon is committed to building a solid and long-lasting relationship with you based on trust and clarity, which requires safeguarding and respecting your privacy and choices.

This privacy notice is applicable to you if:

- You are a visitor to our website
- You have been approached by Pantheon
- If you are in discussions with Pantheon regarding its services
- If you have asked for a demonstration of Pantheon’s services

Contact us if you have any questions about:

- This privacy notice
- The use of your personal data
- Or wish to request to exercise any of your rights

By email: privacy@pantheonmacro.com

By post: Pantheon Macroeconomics Ltd, 5th Floor, Cathedral Buildings, Dean Street, Newcastle upon Tyne NE1 1PG

For EU enquiries contact our EU representative, Kazient EU Representative:

By email: pantheon.eurep@kazinet.eu

By post: Pantheon EU Rep c/o Kazinet Privacy Experts, 77 Lower Camden Street, Dublin, Ireland D02 XE80

Why we process your information

If you or your employer have requested that we send you our products, we have a contractual right to process the data needed to do this and to manage your account. In most other circumstances, our lawful basis for processing your data is Legitimate Interest. This is where we have identified a genuine and legitimate reason for processing your data, which does not override your rights or interests.

We process personal data in order to find and contact businesses who we believe have a commercial interest in reading our economics research, and to allow us to make existing customers aware of new products as they become available. We also retain the minimum information necessary to make sure that we do not contact anyone who has told us that they do not want to hear from us. In this case, we will have obtained consent to continue to process this data.

The information we collect

Pantheon Macroeconomics collects the minimum data required to meet our objectives, as set out above.

We collect the following information from public and commercially available sources such as the financial media, social media and commercial financial market databases:

- name and job title
- email address
- company name & location
- telephone number
- which regional economies you are interested in
- the password you use to log into our website or app

Once we have contacted you, we keep a record of the date and content of any communications that we have had with you.

Who has access to your data?

Our website hosts have access to your data. Information is also transferred between our U.K. Company (Pantheon Macroeconomics Ltd) and our U.S. subsidiary (Pantheon Macroeconomics Inc) for sales and marketing purposes.

We also send information to third-party companies, who maintain our marketing databases and ensure they are accurate and up to date. Our EU data is processed by carefully chosen partners who have shown that they comply with GDPR regulations and our own high data protection standards.

Making a data protection complaint

If you have concerns about the use of your personal data or the way we handle your request relating to your rights, you can raise a complaint directly with us by using the contact details provided in the Introduction section above.

If you are not satisfied with the way a complaint you make in relation to your data is handled by us, you may be able to refer your complaint to the supervisory authority in the member state where you reside. A list of supervisory authorities can be found [here](#).

Personal data we collect from you

We collect personal data:

- When you visit our site
- When you log in to our app
- When you communicate with us
- When you enter into a contract with us
- From traffic data from: your computer/device, your programme or network

Personal data we collect from others

From time to time we work with carefully selected third parties and we may receive your personal data from them. Third parties include:

- Lead generators such as Zoominfo
- Social networks such as LinkedIn and Meta
- Search engines such as Google
- Public sources such as Bloomberg & other financial publishing organisations

The personal data we process are:

- **Identity Data** includes your first name and last name
- **Contact Data** includes your corporate email address, business telephone number(s)
- **Technical Data** includes internet protocol (IP) address, website usage details
- **Professional Data** includes job title, company name
- **Financial Data** includes bank details relating to subscription invoice payments
- **Transaction Data** includes previous invoicing information, records of services purchased
- **Engagement Data** includes areas of interest, communication details such as emails and calls

It is important that the data we hold about you is accurate and up-to-date. Please keep us informed of any changes to your personal data for example change of contact details, etc.

How we use your personal data

We use your personal data for the following purposes:

Purpose/activity	Type of data	Lawful basis of processing
Find and contact businesses with a potential interest in our economics research	Identity Contact Professional	Legitimate interest
Deliver our services	Identity Contact Professional	Necessary to enter into or perform a contract
Respond to your queries	Identity Contact Professional	Necessary to enter into or perform a contract Legitimate interest
Notify you about new and updates to existing products and services	Identity Contact	Necessary to enter into or perform a contract Legitimate interest
Customer services	Identity Contact	Necessary to enter into or perform a contract

	Professional Engagement	Legitimate interest
Use analytics to understand website usage, app usage, and interests in publications	Identity Technical Engagement	Legitimate interest

We need certain personal data from you to be able to provide services to you. Where we are processing your personal data based on our legitimate interests, you may object to the processing of your personal data at any time.

Sharing your personal data

When necessary, we share your personal data with:

- Our Group companies
- Analytic providers like Firebase and Google Analytics
- Tax, government, and any regulatory authorities
- Prosecuting authorities and courts, and/or other relevant third parties connected with legal proceedings or claims
- Law enforcement agencies
- Third parties where we are required to do so by law

We do NOT sell, trade, or rent your personal data.

International data transfers

Your personal data may be transferred internationally to our third-party service providers. We require everyone we work with to keep your personal data confidential and secure. We ensure that suitable protection is maintained at all times by ensuring that appropriate safeguards are in place.

The Privacy Policy on our website applies to both Pantheon Macroeconomics, Ltd and its US subsidiary, Pantheon Macroeconomics, Inc. The two companies work closely together, and both apply the same high standards of data privacy to your data regardless of where you are located.

In order to process your data as described in our privacy policy, we transfer data between our two companies and hence we move data relating to EU and Swiss data subjects out of the EU and Switzerland for processing in the US and move data from other countries into the UK. We have data processing agreements in place between our UK and US companies which include standard contractual clauses giving EU and UK data subjects the same rights over their data when it is processed by us in the US as they have when it is processed in the UK.

Retaining your personal data

We keep personal data for as long as it is required by us for the:

- purpose described in the How We Use Your Personal Data section above
- to meet our legal or regulatory obligations

- to meet our legal or regulatory obligations

Profiling

We do not engage in any profiling activities with your personal data.

Automated decision-making

We do not use any automated processes to make decisions about you that produce legal or significant effects concerning you.

Your data subject rights and how to exercise them

You have rights relating to the personal data we hold about you, however, they may be subject to various exceptions and limitations.

You can request to exercise your rights at any time by contacting us. The contact details can be found in the *Contact Us* section of this notice.

Your rights

Right to access (commonly known as a "data subject access request"):

You have the right to request

- copies of the information we hold about you at any time, or
- that we modify, update, or delete such information

Request correction of personal data: If you believe that we hold inaccurate or incomplete personal data, you have the right to request us to rectify or complete your personal data.

Request erasure of your personal data: You may ask us to delete or remove personal data where there is no good reason for us to continue to process it.

Please note, however, that we may not always be able to comply with your request for erasure for specific legal reasons.

Request restriction of processing of your personal data: You may ask us to stop processing your personal data. We will still hold the data but will not process it any further.

Right to object: You have the right to object to our processing of your personal data where processing is based on legitimate interest or for the purpose of direct marketing

Right not to be discriminated against: You have the right to ensure that exercising your privacy rights does not result in unfair treatment or discrimination.

Right to withdraw consent: You may withdraw consent at any time if we are relying on your consent to process your personal data.

This won't affect any processing already carried out before you withdraw your consent or processing under other grounds.

Please note when you request to exercise any of your rights, we may request specific information from you to help us confirm your identity to keep your personal data private.

Privacy notice for job applicants

Data controller: Pantheon Macroeconomics Ltd whose registered office is located at 5th Floor, Cathedral Buildings, Dean Street, Newcastle upon Tyne, NE1 1PG

As part of any recruitment process, the organisation collects and processes personal data relating to job applicants. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does the organisation collect?

The organisation collects a range of information about you. This includes

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and

The organisation collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

The organisation may also collect personal data about you from third parties, such as references supplied by former employers. The organisation will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

Why does the organisation process personal data?

The organisation needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the organisation needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

The organisation has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the organisation to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The organisation may also need to process data from job applicants to respond to and defend against legal claims.

Where the organisation relies on legitimate interests as a reason for processing data, it has considered whether those interests are overridden by the rights and freedoms of job applicants, employees or workers and has concluded that they are not.

The organisation processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the organisation processes other special categories of data, such as information about ethnic origin, sexual orientation, health, religion or belief, age, gender or marital status, this is done for the purposes of equal opportunities monitoring with the explicit consent of job applicants, which can be withdrawn at any time by contacting the HR Manager at Pantheon Macroeconomics at privacy@pantheonmacro.com.

If your application is unsuccessful, the organisation will keep your personal data on file for up to six months in case there are future employment opportunities for which you may be suited. The organisation will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time by contacting the HR manager at privacy@pantheonmacro.com.

Who has access to data?

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The organisation may share your data with a third-party recruitment consultant if they have been engaged to provide support for the recruitment process. In this case, the third party will not use the information for any purpose other than this specific recruitment without first obtaining your consent.

The organisation will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The organisation may then share your data with former employers to obtain references for you.

Your data may be transferred outside the UK to Pantheon Macroeconomics Inc, a wholly-owned US subsidiary of Pantheon Macroeconomics Ltd, if Pantheon Macroeconomics Inc staff are providing administrative support for the recruitment. Data is transferred outside the UK on the basis of a data processing agreement with standard clauses between the parent and subsidiary companies.

How does the organisation protect data?

The organisation takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed

except by our employees in the proper performance of their duties. Please refer to our standard privacy policy above for more information.

For how long does the organisation keep data?

If your application for employment is unsuccessful, the organisation will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow the organisation to keep your personal data on file, the organisation will hold your data on file for a further year for consideration for future employment opportunities. At the end of that period, or once you withdraw your consent, your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the organisation to change incorrect or incomplete data;
- require the organisation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing; and
- ask the organisation to stop processing data for a period if data is inaccurate or there is a dispute about whether your interests override the organisation's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact privacy@pantheonmacro.com.

If you believe that the organisation has not complied with your data protection rights, you can complain to the [Information Commissioner](#).

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to the organisation during the recruitment process. However, if you do not provide the information, the organisation may not be able to process your application properly, or at all. If your application is successful, it will be a condition of any job offer that you provide evidence of your right to work in the UK and satisfactory references.

You are under no obligation to provide information for equal opportunities monitoring purposes and there are no consequences for your application if you choose not to provide such information.

Automated decision-making

The organization does not use automated decision-making in the recruitment process.

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