

cylindr

Intelligent B2B storytelling

Another privacy policy update?

It may have been a while since you've heard from us - in fact, the name [cylindr BBN](#) may not mean anything to you. We used to be **Eye for Image**.

At some point in our past, we've been in contact with you. I'm contacting you now because I want to make sure that anyone we have any kind of personal data from knows how seriously we're taking the new personal data regulations.

So that's why you've found another privacy policy update in your inbox - along with a great viral video later in this email.

If you don't want to reconnect with **cylindr**, we'll miss you, but we understand - it's easy to [unsubscribe](#).

Personal data privacy is sexy (or at least important)

Like so many other companies that do business in the EU, we've updated our [Privacy Policy](#) and want to confirm that you understand how we at **cylindr BBN** collect, store and protect your personal information.

It's a lot of the same *blah blah* and you've probably bored of hearing about the upcoming adoption of the General Data Protection Regulations (GDPR). Who can blame you? These regulations aren't exactly riveting stuff.

But they are important – and we take data protection and your privacy very seriously.

Here's the crucial stuff

1. Our updated [Privacy Policy](#) contains details about what kinds of information we collect and why.
2. You are always in control of what personal information you give us. If you want to know what data we have about you in our systems and perhaps correct or delete it, just let us know by sending an email to contact@cylindr.com.
3. We never sell or re-distribute your personal information. That's just shady.
4. We use trusted third-party technology providers (notably Salesforce.com, Campaign Monitor, WordPress and Google Analytics) that are serious about data protection.
5. In the unlikely event of a data breach, you can rest assured that we'll let you know the extent of it and take any relevant third-party providers to task for allowing the breach to happen in the first place.
6. You can unsubscribe from **cylindr BBN** newsletters using the unsubscribe link at the bottom of this message. By not unsubscribing, you give us permission to keep you on our email list.

Sent to 7000+ contacts as part of re-permissioning and GDPR compliance campaign

Light-hearted, engaging, clear privacy info, with an introduction to a rebrand and a soft sell that led to a GDPR project with an existing client and new biz contacts

The payoff

If you've made it this far in the message, thanks for paying attention!

And here's your reward - a great bit of marketing you may have missed. It's not a B2B spot, but it ticks all the boxes for an effective and memorable ad. Enjoy!



Feel free to get in touch if you have any questions about our Privacy Policy or if you could use some help getting your own GDPR house in order. We've got a former librarian on staff who loves nerding out about this stuff!

And me know if you want to learn more about what **cylindr BBN** can offer your organization as part of BBN, the world's B2B agency, or if you're interested in getting back in contact. You can also check out our services, cases and more on the [cylindr website](#).

With best regards,

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