



PRIVACY POLICY

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Introduction

This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. It explains how Marcus Alderson uses and protects any information that you give Marcus Alderson when you use this website.

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

Marcus Alderson may change this policy 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 policy was last updated on 22/05/2018. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting www.marcusalderson.co.uk ("our site") you are accepting and consenting to the practices described in this policy.

What we collect

Information you give us. You may give us information about you by filling in forms on our site or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our site, subscribe to our service, search for a product/service, participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey and when you report a problem with our site.

We use online forms and data gathering tools including Google to help us better understand the visitors using our site. This allows us to continually improve the quality of services we provide.

We may use these tools to collect the following information:

- Name and job title.
- Contact information including email address, phone number and address.
- Demographic information such as preferences and interests.
- IP location information.
- Interactions and visits to our website.
- Other information relevant to customer surveys and/or offers.

Information we receive from other sources. We may receive information about you if you use any of the other websites we operate, the other services we provide and/or any of our social media pages. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

What we do with the information we gather

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

- To provide quotes for our goods and services.
- For internal record keeping.
- We may use the information to improve our 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 information to contact you for market research purposes.
- We may contact you by email, phone or post.
- We may use the information to customise the website according to your interests.

Data location and security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Your information is securely stored on our website using up to date security measures. It may also be stored in offline backups which we use to protect our websites from data corruption. A 30 day history is stored. All physical servers for website data we may store are located in the UK in high security data centres.

We may also keep data relating to you within our office premises on local machines. This may be in the form of emails, customer records, and enquiry logs.

How we use cookies

By continuing to use our site you agree to our usage of cookies.

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used and who might be viewing them. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs.

We also use cookies to remember settings you choose within the website, such as filling out details on our contact form. Doing this saves you time in having to re-input information each time and provides a much-enhanced user experience.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This will prevent you from taking full advantage of our website. You can also delete cookies stored in your browser, although the steps to achieve this will vary according to the browser and operating system you are using.

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 information 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.

Access to information

You may choose to restrict the collection or use of your personal information 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 information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@marcusalderson.co.uk.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you. If you would like a copy of the information we hold about you, please write to Marcus Alderson, 7 King Street, Richmond, DL10 4HP. We will provide this information to you within 30 days.

Your right to be forgotten

You can at any time request for any information we hold on you to be deleted permanently at any time. This includes all information sources, including website data, backups, emails, offline files and information stored on computers at our premises.

To request permanent removal of all your personal data, please write to Marcus Alderson, 7 King Street, Richmond, DL10 4HP. We will carry out the data removal procedure within 30 days of receiving notice and send you written confirmation once completed.

The only information that may be exempt, is documents and data we are required to hold for legal reasons, such as customer data for accounting purposes (data must currently be held for 6 years).

Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.