



## Privacy Policy

### Owner

Kent Periscopes Limited ("we", "us", "our"), whose principal place of business is 6 Ffordd Richard Davies, St Asaph Business Park, St Asaph, Denbighshire, LL17 0LJ, United Kingdom.

### Your privacy

We are committed to operating a useful and informative website that users can trust. In particular, we can confirm that we have no interest in selling or trading email lists, or other information you provide to us, with any other organisations for marketing or indeed any other purpose, unless forced to do so by operation of law. This Policy sets out the limited information we might collect and how we will treat that information.

Please note that this policy applies only to our website, and if you leave via a link or otherwise you will be subject to the policy of that website provider. We have no control over the policy or the terms of another website, and we cannot be responsible for the protection and privacy of any information that you provide while visiting another site. We therefore recommend that you check the relevant third party policy before continuing to access any other site.

### What limited information do we collect and what is it used for?

In general, users can browse our website without giving us any personal information whatsoever. We do use Google Analytics to monitor and analyse user activity on our website in order that we can understand better our visitors' needs and to look for ways to improve the website. In this regard, we use only anonymous, aggregate statistics that cannot be traced back to a specific individual IP address.

There are, however, additional features of our website that you may choose to take advantage of, and that require you to be registered for and to then subsequently sign in to. For example, to access and download additional product-related information. In order to use this service, we may store such details as your name, postal address, phone number and email address.

Other examples of where we may collect and process information you provide to us, include:

- The filling in of forms on our site.
- Information associated with your reporting a problem with our site.
- If you contact us, we may keep a record of that correspondence.

### Use of cookies

As noted above, our website uses tracking software to monitor user activity. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but it will not store, save or collect personal information. For further information about Google's privacy policy see: <https://www.google.co.uk/intl/en-GB/policies/privacy/>

You can, if you prefer, choose to not accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain information on our site. Unless you have set your browser to refuse cookies, our system will issue cookies when you log on to our site. For more information about cookies please see <http://www.aboutcookies.org/>.

## **Social media platforms**

Our website uses social sharing buttons which help users to share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

We may also share web links to relevant web pages using social media platform accounts. By default some social media platforms shorten lengthy urls (web addresses), i.e: <http://bit.ly/1NYbbEh>. Users are advised to exercise caution and apply good judgement before clicking any shortened urls published on social media platforms by our website. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore we cannot be held liable for any damages or implications caused by visiting any shortened links.

## **Email newsletter**

We may operate an email newsletter program, to inform subscribers about products and services supplied by us. Users can subscribe through an online automated process should they wish to participate, but they do so at their own discretion. Some subscriptions may be manually processed with the prior written agreement of the user. Email newsletter or other such marketing campaigns may contain tracking facilities that store subscriber activity in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity – but please note that this is not a comprehensive list.

This information is used to refine future email campaigns and supply the subscriber with more relevant content based around their activity.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003, subscribers will be given the opportunity to unsubscribe at any time through an automated system. This process is detailed at the footer of each email. If an automated un-subscription system is unavailable clear instructions on how to unsubscribe will be detailed instead.

## **Your consent**

By using our website you consent to the collection and use of the information you provide to us as outlined in this Policy. We may change and update this Policy from time to time. Any changes we may make to our Privacy Policy in the future will be posted on this page, and we therefore advise that you check this page regularly in order to keep up to date.

## Contact

Questions, comments and requests regarding this privacy policy are very welcome, and should be addressed to [enquiries@kentperiscopes.co.uk](mailto:enquiries@kentperiscopes.co.uk)