

# PRIVACY POLICY

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- UK Data Protection Act 1988 (DPA)
- EU Data Protection Directive 1995 (DPD)
- EU General Data Protection Regulation 2018 (GDPR)

## What information is being collected and why?

This website collects and uses personal information for the following reasons:

### Contact forms and email links

Should you choose to contact us using the contact form on our Contact page or by corresponding with us by phone, e-mail, none of the data that you supply will be stored by this website or passed to / be processed by any of the third party data processors. Instead the data will be collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP). Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted using SHA-2, 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices.

The personal information you provide may include your name, e-mail address and telephone number as well as other information about yourself to enable us to provide you with a quotation.

When you give us information about another person, you confirm that they have appointed you to act for them and to consent to the processing of their personal data.

# How will we use the information about you?

We receive and store any information you enter on our website or provide us via email or telephone.

We use the information that you provide for such purposes as:

- To contact you.
- To provide our service to you.
- To alert you to special offers.
- To disclose the information if required by law.

We will only ever use your personal information to respond to information requests and provide our services to you.

# Who will it be shared with?

We will never sell, rent or otherwise distribute or make public your personal information.

We will not share your information with any external organisations other than for the above purposes.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

# Your Rights

You may exercise your right to have your personal data removed from our records at any time by contacting us at [consult@merchantandassociate.co.uk](mailto:consult@merchantandassociate.co.uk) or by the methods explained at the end of this notice.

You have a right to ask for a copy of your information and to correct any inaccuracies.

## **Links to other websites**

Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware of this when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information.

## **Data Breaches**

We will report any unlawful data breach of this website's database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

## **Data Controller**

The data controller of this website is:

Imran Merchant

Whose registered office is:

18 Rectory Road,  
Sutton, Surrey  
SM1 1QW

Contact: 07889395373

Email: [consult@merchantandassociate.co.uk](mailto:consult@merchantandassociate.co.uk)

## **Changes to our privacy policy**

This privacy policy may change from time to time inline with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes.

# Cookies Notice

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us:

- Make our website work as you'd expect
- Improve the speed/security of the site
- Continuously improve our website for you
- Make our marketing more efficient

We do not use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass data to advertising networks
- Pass personally identifiable data to third parties
- Pay sales commissions

You can learn more about all the cookies we use below

## **Anonymous Visitor Statistics Cookies**

We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using (e.g. Mac or Windows which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website. These so called 'analytics' programs also tell us if, on an anonymous basis, how people reached this site (e.g. from a search engine) and whether they have been here before helping us to put more money into developing our services for you instead of marketing spend.

## **Granting us permission to use cookies**

If the settings on your software that you are using to view this website (your browser) are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are fine with this. Should you wish to remove or not use cookies from our site you can do so.

## **Turning Cookies Off**

You can usually switch cookies off by adjusting your browser settings to stop it from accepting cookies. Doing so however will likely limit the

functionality of our's and a large proportion of the world's websites as cookies are a standard part of most modern websites.