

# GRAPHICAL DATA

## Privacy Policy

### Introduction

This document sets out how Graphical Data Ltd use and protect all of the information, which you provide, when using our services. We follow a legal requirement to protect your privacy and so the security of your information is of great concern to us. We take all reasonable measures to ensure compliance with the UK Data Protection Act.

We are a registered Data Controller under the Data Protection Act (reference ZA086358).

The governance principles set out in this document detail how we will use your personal data and by registering to use the services provided you agree to these principles.

### Information we collect

With your consent we collect various forms of information, which would enable the individual to be personally identifiable. This includes your Name and Email Address. We also collect information about your computer and your use of our services, including your IP address, location, browser details, operating system and time spent on our website. This information is gathered automatically and is held in the form of Web Logs.

Use of Cookies – a cookie consists of information sent by a web server to a web browser and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We use both “session” cookies and “persistent” cookies on the website. We will use the session cookies to: keep track of you whilst

you navigate the website. We will use the persistent cookies to enable our website to recognise you when you visit.

Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use Google Analytics to analyse the use of our services. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at <http://www.google.com/intl/en-GB/policies/privacy/>.

It is possible for you to restrict the use of cookies through your browser controls, but you should be aware that this could have an impact on the services we provide.

During the performance of our services we collect, and store content provided by you, including content that is created, input, submitted, uploaded, stored or displayed.

## **How we use information**

Information we collect is used for the following means:

- For the purpose of providing, operating, maintaining, promoting our business services, including corresponding with you regarding administration and support;
- to allow for customization of our products;
- to monitor and improve the service;
- to prevent or detect fraud;
- to comply with legal and regulatory requirements;
- for compiling aggregate analytics information;
- to communicate with you;

We will not provide your personal information to any third parties for the purpose of direct marketing without your express permission.

## Security

We will take all reasonable measures to protect personal data which we collect about you. We operate appropriate physical, electronic and managerial procedures to ensure the security of information we collect about you online.

We will always enforce a high level of controls, including the use of encryption (data transferred over the internet as part of our service is done so over encrypted channels). However, as is the inherent nature of the internet, we cannot guarantee that information, while in our care, will be completely safe from intrusion by others.

## Further Information

We reserve the right to change this privacy policy and will provide notification of the change at least thirty (30) days prior to the change taking effect, via our website.

If you would like to view the information we hold about you, this can be requested via email. Having received the request, we will provide the information within 10 days (subject to a service charge).

We will change or delete any information relating to you, which is found to be incorrect or not relevant, in accordance with the Data Protection Act (details of which can be found at <https://ico.org.uk/>). You can also access and maintain some of the information we keep about you through your account settings.

## Contact information:

For more information you can reach us at [info@graphicaldata.co.uk](mailto:info@graphicaldata.co.uk)