

## Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their 'personal data' is being used online. This means any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your personal data in accordance with our website.

### What personal information do we collect from the people that visit our blog, website or app?

If you contact us via our website, we will normally ask for the following information:

Organisation: *name and address | type (eg University, Plumber etc) | telephone No | web address*

For you: *name and job title | work direct telephone No | work email address*

We record this to enable us to contact you and to help understand how we can serve you best.

You may volunteer other helpful information (eg mobile number), which we will record too.

### What is Data Processing?

Data processing is any operation or set of operations performed upon personal data, or sets of it, be it by automated systems or not. Examples of data processing explicitly listed in the text of the GDPR are: collection, recording, organising, structuring, storing, adapting, altering, retrieving, consulting, using, disclosing by transmission, disseminating or making available, aligning or combining, restricting, erasure or destruction.

### When do we collect information from you?

Design and Management Systems Ltd (DMS), as a Data Controller, is bound by the requirements of the General Data Protection Regulations (GDPR). We collect information from you when you place an order, subscribe to a newsletter, fill out a form or enter information on our site, or provide us with feedback on our products or services.

### How do we use your information?

We may use the information we collect from you to:

- deliver the type of content and product offerings in which you are most interested.
- improve our website in order to better serve you.
- allow us to better serve you in responding to your customer service requests.
- quickly process your transactions.
- ask for ratings and reviews of services or products
- follow up with you after correspondence (live chat, email or phone inquiries)

### We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Send you additional information related to your product and/or service
- Market to our mailing list or continue to email our clients after the original transaction has occurred.

### We agree to:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honour opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

### How do we protect your information?

Our website is scanned on a regular basis for security holes and known vulnerabilities to make your visit to our site as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

### Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) to recognize your browser and capture and remember certain information. We use cookies to:

- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.
- Keep track of advertisements.
- Compile aggregate data about site traffic and site interactions to offer better site experiences and tools in the future.
- We may use trusted third-party services to track this information on our behalf.

In short, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. They do not give us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. If you disable cookies in your browser, it will turn off some of the features of the site.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide you with notice and receive your approval. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **Third-party links**

We may include links to third-party websites, to enable you to find additional information or take advantage of third party offers. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Change Details, Request Data or Unsubscribe**

Email [enquiries@dmsystem.co.uk](mailto:enquiries@dmsystem.co.uk)

- to change your personal information.
- request details of personal information we hold about you (*we will respond in line with the Data Protection Act 1998*).
- to unsubscribe from receiving future emails (*we will promptly remove you from ALL correspondence*).

### **Changes to Privacy Policy**

You will be notified of any Privacy Policy changes on our Privacy Policy Page

### **Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

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