

# Vector7 Ltd Privacy Policy

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Last updated: 10.05.2018

At Vector Ltd, we respect your privacy and your rights to control your personal data. Our principle guidelines are that we will be clear about the data we collect from you and why.

This Privacy Policy (the 'Policy') explains the personal information we collect from you, either directly or indirectly, and how we will use it. Personal information is any information that can be used to identify you or that we can link to you.

Vector7 ("us", "we", or "our") operates <http://www.vector7.co.uk/> (the "Site"). Please read this Statement carefully to understand how we collect, use and share your personal information received from users of the Site as well as from products and services offered by Vector7.

We use your Personal Information only for providing and improving the Site and your experience as a customer of Vector7. By using the Site, you agree to the collection and use of information in accordance with this policy.

## **Information Collection**

### **Information you provide to us**

While using our Site we may ask you to voluntarily provide us with certain personally identifiable information that can be used to contact or identify you; for instance, when you complete an enquiry form on the website. Personally identifiable information may include, but is not limited to your name, address, email address, telephone number ("Personal Information").

### **Telephone Measurement**

We use measurement numbers on our Site. This is solely to understand the performance of the Site. This data is only recorded when you voluntarily choose to call the telephone number listed on our Site. The data that we record is the time, date, duration of the phone call and the telephone number that called our business. The actual phone call conversation is not

recorded. The data recorded is logged within a password protected area that also includes an SSL Certificate (Secure Sockets Layer).

## **Information our Site collects automatically**

### **Log Data and Google Analytics**

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). We use third-party services such as Google Analytics and AW Stats, to collect standard internet log information and details of visitor behaviour patterns.

This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

Other than the above, at this time, we do not attempt to identify visitors to our Site or contact them using this data. We have no plans to do so in the foreseeable future. You will be kept informed of any change to this situation.

### **User and Event Data Retention within Google Analytics**

Google Analytics will retain data for a given timescale before automatically deleting it. These timescales can vary between 14 months, 26 months, 38 months, 50 months or can be set to never automatically expire. The data retention period is automatically set as 26 months, unless otherwise specified.

When data reaches the end of the retention period specified, it is deleted automatically on a monthly basis. We may or may not set retention periods so that they can be reset on new activity. This means that the data retention period would be reset from the date of re-entry as a User to the Site. If you, as the User, do not initiate a new session before the retention period expires, then your data will be deleted.

## Site Visitor Recording via Hotjar

We use [Hotjar](#) in order to better understand our Users' needs and to optimise this service and experience. Hotjar is a technology service that helps us better understand our Users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by visiting their website <https://www.hotjar.com/>

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

## Cookies

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

## SSL Certificate (Secure Sockets Layer)

Our website is protected using an SSL Certificate (Secure Sockets Layer). This is the standard security technology that establishes an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.

## Security

The security of your Personal Information is important to us, but remember no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

Vector7 take precautionary measures to help prevent information about you from loss, theft, misuse and unauthorised access, disclosure, alteration and destruction. For example, we store the personal data you provide on computer systems that have limited access and that are in controlled facilities.

## **How We Use our Customers Personal Information**

Vector7 Ltd uses the data we collect to communicate with you, for example, informing you about your account, delivering performance reports on your website and services, as well as informing you of new or enhanced products or services available.

Vector7 uses the data for the following purposes:

- Delivering Services
- Customer Support
- Business Operations
- Finance Administration
- Communication, Marketing and Advertising

### **Delivering Services**

We use data to deliver, support and improve the Services that we offer to our customers. This is essential in allowing us to deliver the services and agreements we have with you.

### **Customer Support**

We use data to respond to customer enquiries, help with technical problems and problems and provide other customer care and support services. This is necessary for the performance of the agreement we have with you.

### **Business Operations**

We use data to analyse and report on the performance of our business. This processing is necessary to serve our legitimate interest.

## **Finance Administration**

We use data to carry out financial administration. To process payments, we do not store or hold your credit card details. Payments are collected using PayPal's merchant account which is protected using the highest industry standard protocol Secure Sockets Layer (SSL).

## **Communication, Marketing and Advertising**

We use the data we collect to deliver and personalise our communications with you. For example, we may contact you by email or by other means to inform you about new products or services. This processing is necessary to serve our legitimate interest.

## **Changes To This Privacy Policy**

This Privacy Policy is effective as of 10.05.2018 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

## **Contact Us**

If you have any questions about this Privacy Policy, please contact us.