

Smart Design UK Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit from www.smartdesignuk.co.uk (the "Site").

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and any information you give us voluntarily. Additionally, as you browse the Site, we collect information about the individual web pages, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technology:

- Google Analytics.
Google Analytics is a 3rd party tool from Google LLC. Which tracks the personal information detailed above.

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information

HOW DO WE USE YOUR PERSONAL INFORMATION?

Primarily, we use this information to communicate, where applicable.

We use the Device Information that we collect to help us screen to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

We may also use personal information for marketing purposes or offers when they become available.

Finally, we may also share your Personal Information to comply with applicable laws and regulations.

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DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

Any information you've given us voluntarily will be kept, securely, indefinitely. This includes Google Analytics, within their guidelines.

SHARING YOUR PERSONAL INFORMATION

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the website or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

E-mail may be sent to inform you of news of our services or offers. You will always be given the chance to opt out of any periodic mailings.

If you have subscribed to one of our email services, you may unsubscribe by following the instructions which are included in e-mail that you receive.

HOW WE PROTECT YOUR INFORMATION

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our website.

Our website operates on a secure Linux server which is updated on a daily basis with any operating system updates or security patches that need applying.

THIRD PARTY CONTENT

Users may find advertising or other content on our website that links to the websites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these websites and are not responsible for the practices employed by websites linked to or from our website. In addition, these websites or services, including their content and links, may be constantly changing. These websites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our website, is subject to that website's own terms and policies.

YOUR ACCEPTANCE OF THESE TERMS

By using this website, you signify your acceptance of this policy and terms of service. If you do not agree to this policy, please do not use our website. Your continued use of the website following the posting of changes to this policy will be deemed your acceptance of those changes.

OPTING OUT OF COOKIES FROM OUR WEBSITE

You may be able to block cookies via your browser settings but this may prevent you from access to certain features of the website.

CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@smartdesignuk.co.uk or by mail using the details provided below:

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