



OUR PRIVACY & COOKIE POLICY

Dated: August 2020

The privacy and security of your personal information is important to us. This privacy notice provides you with details of how we collect and process your personal data.

Who We Are:

This privacy policy applies to **Optimul** and our website www.optimul.co.uk.

Optimul is a business support service providing planning, administration, marketing and website development services.

Nicola Davidson of Optimul is responsible for how we deal with your personal data (referred to as “we”, “us” or “our” in this privacy notice).

GDPR Compliance

We and our website (www.optimul.co.uk) comply with the DPA (Data Protection Act 1998) and with the GDPR (General Data Protection Regulation) which came into effect May 2018. We will update this policy accordingly after the completion of the UK's exit from the European Union.

How We Collect Personal Information

We collect data through a variety of different methods including:

- **Direct interactions:** You may provide data by filling in forms on our website or by communicating with us by post, phone, email, face to face or otherwise, including when you:
 - ◆ order and utilise our services;
 - ◆ request resources or marketing be sent to you;
 - ◆ enter a competition, prize draw, promotion or survey; or
 - ◆ give us feedback
- **Third parties or publicly available sources:** We may receive personal data about you from various third parties and public sources i.e. analytics providers such as Google based outside the EU

All content on our website can be viewed without providing any personal information.

What Data Do We Collect?

- Contact Data may include your billing / delivery addresses, email address and telephone numbers
- Transaction Data may include details about payments between us
- Usage Data may include information about how you use our website and services
- Business Data may include information relevant to the work scope / service we are providing

- Marketing and Communications Data may include your preferences in receiving marketing communications from us and our third parties and your communication preferences

Note: We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data.

How We Use Your Data

We use your personal information to allow us to provide business advice & support services to you.

We will use the information you supply to us to:

- reply to your enquiry by post, email, or telephone;
- provide services to you;
- send you information on our other services;
- look at the services you and other clients use; and
- report on the number of clients using our services.

You may receive email campaigns or marketing communications from us if you have joined our mailing list or requested information from us or purchased services from us. We will not share your personal data with any third party for marketing purposes.

Website Visitor Tracking/Use of Cookies

Our website uses tracking software, Google Analytics, to monitor its visitors to better understand how they use it. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

What Are Cookies?

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors or use the cookie control system if available upon their first visit.

Downloads and Media Files

Any downloadable documents, files or media made available on this website, our social media and via email are provided to users at their own risk. Whilst all precautions have been undertaken to ensure only genuine downloads are available, users are advised to verify their authenticity using third party antivirus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third party antivirus software or similar applications.

Data Retention

Users contacting us through our website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use including for the purposes of satisfying any legal, accounting, or reporting requirements.

We only store personal data for the minimum period of time necessary depending on the length of service we have with your business.

Removing Your Personal Information

To request that your personal information be deleted from our records please send an email to support@optimul.co.uk with the subject line 'Deletion of Personal Information' and we will endeavour to respond to your request within four working days.

Changes To This Privacy & Cookie Policy

This policy was last updated in August 2020.

We may change this policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version that will apply each time you access this website.

If you have any questions about this policy or the information we hold about you, please contact us via support@optimul.co.uk.