

Privacy Policy ("Document")

Who are we: Everlast Windows Ltd ("us", "we", "our", "the Data Controller")

How to contact us with questions: kevin@everlastwindows.co.uk

How can you access our website: <https://www.everlastwindows.co.uk/> (the "site", the "website")

Our Priority

One of our main priorities is the privacy of our visitors. This document outlines the type of information that is collected and recorded by us, and how we use it. If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

If you disagree with, or do not understand this policy, you must not use our website. By using our website, you hereby consent to our Privacy Policy in full, and agree to its terms.

GDPR

We are a Data Controller of your information.

Our legal basis for collecting and using the personal information described in this document depends on the Personal Information we collect and the specific context in which we collect the information. We may use your information for a number of different purposes, which may include:

- Communicating with you.
- Fulfilling any orders placed through the Site.
- Processing personal information within our legitimate interests.
- Complying with the law.
- Providing you with the services or information you asked for
- Processing orders that you have submitted
- Carrying out our obligations under any contracts entered between you and us
- Keeping a record of your relationship with us
- Conducting analysis and market research to better understand how we can improve our services or information
- Dealing with entries into a competition
- Seeking your views or comments on the services we provide
- Notifying you of changes to our services
- Sending you communications which you have requested and that may be of interest to you.
These may include information about promotions of services

We keep your information for no longer than is necessary for the purposes it was collected for. The length of time we retain your personal information for is determined by operational and legal considerations. We review our retention periods on a regular basis.

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. If you wish to be informed what Personal Information we hold about you and if you want it to be removed from our systems, please contact us. As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Economic Area ("EEA"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EEA. You should be aware that these countries may not have similar data protection laws to the UK.

By submitting your personal data, you're agreeing to this transfer, storing, or processing. If we transfer your information outside of the EEA in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy. If you use our services while you are outside the EEA, your information may be transferred outside the EEA to provide you with those services.

In certain circumstances, you have the following data protection rights:

- The right to access, update or to delete the information we have on you.
- The right of rectification.
- The right to object.
- The right of restriction.
- The right to data portability
- The right to withdraw consent

If you would like to exercise any of these rights, please contact us. We may be required to ask for further information and/or evidence of identity. We will endeavour to respond fully to all requests within one month of receipt of your request, however if we are unable to do so we will contact you with reasons for the delay. Please note that exceptions apply to a number of these rights, and not all rights will be applicable in all circumstances. For more details we recommend you consult the guidance published by the UK's Information Commissioner's Office.

Lawful Processing

Data protection law requires us to rely on one or more lawful grounds to process your personal information. We consider the following grounds to be relevant:

- Specific Consent
- Performance of a contract
- Legal obligation
- Vital interests
- Legitimate interests
- Marketing Communications

We may use your contact details to provide you with information about our services, if we think it may be of interest to you.

Data We Collect: Summary

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, 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 technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Log Files

We follow a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and they form a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analysing trends, administering the site, tracking users' movement on the website and gathering demographic information.

Cookies and Web Beacons

Like any other website, we use 'cookies'. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimise the users' experience by customising our web page content based on visitors' browser type and/or other information. A cookie cannot be used to identify you or read files on your computer.

We may use the following categories of cookies:

- Strictly necessary cookies: These cookies are essential for users to move around the website and use its features.
- Performance cookies: they collect information about how you use the site, e.g. which pages you visit most. These cookies do not collect information that identifies you.
- Functionality cookies: these cookies remember choices made by the user and enhance features accordingly.
- Targeting or advertising cookies: they collect information about a user's browsing habits. This may also include your use of social media sites such as Facebook, or how you interact with our website, which is then used to show you relevant advertisements elsewhere on the internet.

By continuing to use our site, you agree to our use of cookies. You can change the settings on your computer or device to disable cookies if you wish. A useful guide for doing this can be found at www.wikihow.com/Disable-Cookies

Privacy Policies

Third-party ad servers or ad networks use technologies like cookies, JavaScript or Web Beacons that are used in their respective advertisements and links that may appear on our website, which are sent directly to users' browsers. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalise the advertising content that you see on websites you visit.

We have no access to or control over these cookies that are used by third-party advertisers if they are present on our site. We advise you to consult the respective Privacy Policies of any third-party ad servers

for more detailed information. It may include their practices and instructions about how to opt-out of certain options. You can choose to disable cookies through your individual browser options.

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/>.

Third Parties

We do not sell or rent your information to third parties. We do not share your information with third parties for marketing purposes. However, we may disclose your information to third parties in order to achieve the other purposes set out in this policy. These third parties may include:

- Third parties working on our behalf
- Third Party Product Providers we work with

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.

Young Persons Information

We strongly encourage parents and guardians to observe, participate in and/or monitor and guide their children's online activity. We do not knowingly collect any Personally Identifiable Information from people under the age of 18. If you think that your child has provided information like this on our website, we strongly encourage you to contact us immediately.

Online Privacy

This document refers only to our online activities and is valid for visitors to our website with regards to the information that they shared and/or collect with us. This policy is not applicable to any information collected offline or via channels other than this website.

Keeping your Information Safe

When you give us personal information, we take steps to ensure that appropriate technical and organisational controls are in place to protect it.

Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software: 128 Bit encryption on SSL. When you are on a secure page, a lock icon will appear on web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc.) are transmitted normally over the internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

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. This will be done at our discretion and without notice to any users of our Site.