



## Website Privacy Policy

### Key Details

This website privacy policy describes how CBW Digital Ltd protects and makes use of the information you give the company when you use this website.

If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy.

The policy is update from time to time. The latest version is published on this page.

The website privacy policy was updated on 08/12/17

If you have any questions about this policy, please emails [hello@cleverbusinesswebsites.co.uk](mailto:hello@cleverbusinesswebsites.co.uk)

### Introduction

We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website.

We also collect information to better understand how visitors use this website and to present timely, relevant information to them.

### What data we gather

We may collect the following information

- Name and Job Title
- Contact information including email address
- Demographic information, such as postcode
- Website usage data
- Other information relevant to client enquiries
- Other information pertaining to special offers and surveys

### How we use this data

Collecting this data helps us understand what you are looking for in the company, enabling us to deliver improved products and services.



Specifically, we may use data:

- For our own internal records
- To improve the products and services we provide
- To contact you in response to a specific enquiry
- To customise the website for you
- To send you promotional emails about products, services, offers and other things we think might be relevant to you.
- To send you promotional mailings or to call you about products, services
- To contact you via email, telephone or mail for market research

## **Cookies and how we use them**

### **What is a cookie?**

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

### **How we use cookies**

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- To recognise when you return to our website.

Cookies do not provide us with access to your computer or any information about you, other than which you choose to share with us.

### **Controlling Cookies**

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device you should set your web browser to refuse cookies.



## **Controlling information about you**

When you fill in a form or provide your details on our website, you will have an opt in option in order to receive marketing communications from us, including our monthly newsletter.

Unless you have double opted in, we will not add you to our mailing list.

We will never lease, distribute or sell your personal information to third parties unless we have your permission, or the law requires us to.

Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998.

You have the "Right to be forgotten" unless there are overriding legitimate grounds for us keeping the data (e.g. billing/client statistics)

## **Security**

We always hold your information securely.

To prevent unauthorised disclosure or access to your information we have implemented security safeguards.

We also follow stringent procedures to ensure we work with all personal data in line with the Data Protection Act 1998.

## **Links from our site**

Our website may contain links to other websites.

Please note that we have no control of websites outside of [www.cleverbusinesswebsites.co.uk](http://www.cleverbusinesswebsites.co.uk). If you provide information to a website to which we link, we are not responsible for its protection and privacy.