

## Privacy policy

This privacy policy sets out how we use and protect any information that you give us when you use this website.

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy policy.

We may change this policy from time to time by updating this page. When any changes are made in a material way a notice will be posted on our website along with the updated policy.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place robust physical, electronic and managerial procedures to safeguard and secure the information you provide us online.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer, however this may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of potential interest to you. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy policy. You should exercise caution and look at the privacy policy applicable to the website in question.

### **Your personal information**

We may collect the following information:

- name and address
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or direct mail. We may use the information to customise our website according to your interests.

If you wish to be removed from any future marketing activity you may “opt-out” by notifying us at our registered address (below) or email us at [customer.services@i-smartbusiness.co.uk](mailto:customer.services@i-smartbusiness.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held please write to Group Compliance Manager, Regents Pavilion, 4 Summerhouse Road, Northampton, NN3 6BJ. Please note a small fee will be payable.

If you believe that any information we are holding on you is incorrect or incomplete, please write to us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.