

## Analytics Engines Privacy Policy

This privacy policy sets out how Analytics Engines Limited (Analytics Engines) uses and protects any information that you give Analytics Engines when you use this website.

Analytics Engines is 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 statement.

Analytics Engines may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 January 2018.

### **What we collect**

We may collect the following information:

- questions, queries, comments, applications, or feedback you leave
- name and job title if you contact Analytics Engines
- contact information including email address
- demographic information such as postcode, preferences and interests
- your Internet Protocol (IP) address and the details of which web browser you used
- information on how you used the site

### **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.
- Respond to any feedback, queries, or applications you send.
- If you have consented, we may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- If you have consented, from time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect 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, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. 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.

Unless you have indicated your objection when disclosing your details to us, our system will issue cookies to your computer when you log on to the site. They allow us to monitor website traffic and to personalise the content of the site for you. You may set up your computer to reject cookies by following the relevant instructions which can be found at [aboutcookies.org](http://aboutcookies.org). If you do not wish to receive cookies in the future, please let us know at [info@www.analyticsengines.com](mailto:info@www.analyticsengines.com).

### **Links to other websites**

From time to time, this website may also include links to other websites. These links are provided for your convenience to provide further information. They do not signify that we endorse the website(s). We have no responsibility for the content of the linked website(s).

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [info@www.analyticsengines.com](mailto:info@www.analyticsengines.com)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or 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 if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Analytics Engines, 1 Chlorine Gardens, Belfast, BT9 5DJ, UK

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