

PRIVACY POLICY

Pineflat Limited is committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of UK data protection law, the data controller is Pineflat Limited.

INFORMATION WE COLLECT FROM YOU

We will collect and process the following data about you:

- **Information you give us.** You may give us information about you by completing forms on our website (“the website”) or by corresponding with us by phone, email or otherwise. The information you give us may include (but is not limited to) your name, title, date of birth, address, email address, phone number or other contact information, username, password, financial details, and the records and contents of any correspondence and communications you have with us or any feedback which you leave for us.

You acknowledge that the information which you provide to us may amount to sensitive personal data under the Data Protection Act 1998 and you consent to that data being processed as set out in this Privacy Policy.

- **Information we collect about you.** Each time you visit our site, we may automatically collect the following information:

Technical information, including but not limited to the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, identification number, online identifier, location data and other similar identifying information required for your devices to communicate with websites and applications on the internet;

Information about your visit, including but not limited to the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs), and methods used to browse away from the page and any phone number used to call us.

COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to optimise your experience of our website and services and also allows to improve our site. For detailed information on the cookies we use, the purposes for which we use them and our Cookie Policy, please see Cookies and Tracking.

HOW WE USE YOUR INFORMATION

How we will use information you give us:

- To contact you;
- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services which you request from us;
- To provide you with information about goods or services which we feel may interest you;
- To assist us in the improvement and optimisation of advertising, marketing material and content, our services and the website (including, without limitation, via third parties);
- To notify you about changes to our service;
- To ensure that content from our site is presented in the most effective manner for you and your computer;
- To verify your identity;
- As part of our efforts to keep our site safe and secure and to prevent or detect fraud;
- To provide customer support;
- To comply with the requirements imposed by law or any court order.

How we will use information we collect about you:

In addition to the purposes listed above, we will use this information:

- To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- To improve our site to ensure that content is presented in the most effective manner for you and your computer;
- To allow you to participate in interactive features of our service;
- To measure or understand the effectiveness of advertising we serve to you and others and to deliver advertising to you and others (including via selected third parties);
- To make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them (including via selected third parties).

DISCLOSURE OF YOUR INFORMATION

We may share your information with selected third parties including but not limited to:

- Business partners, suppliers and sub-contractors, for the performance of any contract we enter into with them or with you;
- Advertisers and advertising networks (including social media) that require the data to select and serve relevant content to you;
- Analytics and search engine providers that assist us in the improvement and optimisation of our site and services.

We may disclose your information to third parties:

- In the event that we buy or sell any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- If Pineflat Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its clients will be one of its transferred assets;
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property or safety of Pineflat Limited, our clients, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- Our site may from time to time contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please be aware that these have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before submitting information to these websites.

WHERE WE STORE YOUR INFORMATION

The information we collect from or about you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, amongst other things, the processing of your payment details and the provision of support services. By using our website, or otherwise submitting your personal information to us, you agree to this transfer, storing or processing. Pineflat Limited will take reasonable steps to ensure that your data is treated securely and in accordance with the Data Protection Act 1998.

Once we have received your information we will use strict procedures and security features to try and prevent unauthorised access. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your information, we cannot guarantee the security of information transmitted to our site. Any transmission is at your own risk and you agree that we will not be liable for any breach of security unless it has been proved that we have been negligent. We do not accept any responsibility for the protection of information or images provided to third party online sites that link to or from our website.

PASSWORD SECURITY

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping the password confidential. Please notify us immediately if you suspect that your password is no longer secure.

YOUR RIGHTS

Your information will be held for at least seven years for legal, regulatory and accounting purposes.

You have the right to withdraw consent for us to process your information and for its use for marketing purposes. You have the right to withdraw consent for us to process your information at any time.

You have the right to withdraw consent for us to pass your information to third parties for marketing purposes. This will result in us ceasing to offer the goods and services to you.

If you no longer wish to be contacted by third parties for marketing purposes, please follow the instructions in their marketing communications, or consult their privacy policies about how to unsubscribe from their communications.

ACCESS TO YOUR INFORMATION

You have rights to the following information:

- The purpose(s) for which we are processing your information;
- The categories of personal information we hold about you;
- The recipients or categories of recipient to whom the personal data have been or will be disclosed;
- The period for which we will store your information; or the criteria used to determine that period;
- You have the following additional rights:
- To a copy of the information we hold about you. You can ask us to send this to you or direct to a third party and in commonly used electronic form;
- To rectification or restriction of the way in which we are processing your information; or to object to us processing it;
- To erasure of your personal information provided it is no longer necessary for the purposes for which it was collected; or where there is no legal basis for Pineflat Limited processing it.
- Where we have collected information about you from sources other than yourself, information about those sources;
- To ask us whether any decisions are being taken about you by automated means and if this is happening; information about the logic involved and any significant consequences on you;
- To ask us about the appropriate safeguards we take if we transfer your information to a third country or international organisation.

You can exercise any of these rights at any time by emailing mail@pineflat.co.uk. We may charge a reasonable fee to cover our administrative costs.

If you are not satisfied about the way in which your information is handled you have the right to lodge a complaint to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

RECTIFYING OR UPDATING YOUR INFORMATION

You must ensure that any information you provide to us is correct and complete. You can ask us to rectify or update your personal information at any time by email to mail@pineflat.co.uk.

CHANGES TO OUR PRIVACY POLICY

If we change our Privacy Policy we will post the changes on this page and may place notices on other sections of the website and/or notify you by email.

Contacting us

If you have any questions about this privacy policy or the way we handle your personal information, please contact us at the address in the 'contact us' section of this website.

We hope that we will be able to answer any questions or concerns that you have. You have the right at any time to raise your concern with the Information Commissioner's Office at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF