

Privacy Policy

CleanLink is committed to safeguarding the privacy of our customers. This policy sets out how we will treat your personal information.

By using our software products, you agree to this policy, and consent to our use of your data in accordance with the terms of this policy.

1. What information do we collect?

We may collect, store and use the following kinds of personal information:

- (a) information about your computer and about your visits to and use of our software (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation);
- (b) information relating to any transactions carried out between you and us on or in relation to our software, including information relating to any purchases you make of our goods or services;
- (c) information that you provide to us for the purpose of registering with us;
- (d) information that you provide to us for the purpose of subscribing to our web-based services, email notifications and/or newsletters;
- (e) information relating to any software functionality or process that you may use in relation to our software, including client, site and staff data.

Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with the terms of this privacy policy.

2. Cookies

A cookie is a file containing a unique reference identifier that is sent by a program to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both "session" cookies and "persistent" cookies on the website. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We will use the session cookies to: keep track of you whilst you navigate our web-based software; keep track of items you are working on; prevent fraud and increase website security; We will use the persistent cookies to: enable our website to recognise you when you visit; keep track of your preferences in relation to your use of our web-based software.

We may use Google Analytics to analyse the use of our web-based software. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our web-based software is used to create reports about the use of the web-based software. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>;

3. Using your personal information

Personal information obtained by us via our software will be used for the purposes specified in this privacy policy or in relevant parts of our software.

We may use your personal information to:

- (a) administer our software;
- (b) improve your browsing experience by personalising our software;
- (c) enable your use of the services available on our software;
- (d) send you goods purchased via our software, and supply to you services purchased via our software;
- (e) send statements and invoices to you, and collect payments from you;
- (f) send you general commercial communications;
- (g) send you email notifications which you have specifically requested;
- (i) derive anonymised, aggregated data for the purpose of providing statistical analysis and benchmarking services to third parties, provided that at no time will CleanLink utilise any Personal Data. You acknowledge that such derived data shall be owned by CleanLink, and that You shall have no rights to such data, provided that CleanLink does not in any way identify You as the source of any data
- (j) deal with enquiries made by or about you relating to our software;
- (k) keep our software secure and prevent fraud;
- (l) verify compliance with the terms and conditions governing the use of our software;

Where you submit personal information, we may publish and otherwise use that information in accordance with the licence you grant to us.

We will not, without your express consent, provide your personal information to any third parties for the purpose of direct marketing.

4. Disclosures

We may disclose your personal information to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this privacy policy.

We may disclose your personal information to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries) insofar as reasonably necessary for the purposes set out in this privacy policy.

In addition, we may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any ongoing or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- (d) to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and
- (e) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

Except as provided in this privacy policy, we will not provide your information to third parties.

5. International data transfers

Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this privacy policy.

Information which you provide may be transferred to other countries (including the United States, Australia, New Zealand, South Africa which do not have data protection laws equivalent to those in force in the European Economic Area.

You expressly agree to such transfers of personal information.

6. Security of your personal information

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall-protected) servers.

You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

You are responsible for keeping your password (and other login details) confidential. We will not ask you for your password (except when you log in to our software).

7. Policy amendments

We may update this privacy policy from time to time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

We may also notify you of changes to our privacy policy by email.

8. Your rights

You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to:

(a) the payment of a fee; and

(b) the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

We may withhold such personal information to the extent permitted by law.

You may instruct us not to process your personal information for marketing purposes, by sending an email to us. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes.

9. Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

10. Contact

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to: admin@cleanlink.co.uk