



Shire Systems limited

## Privacy Statement

**The EU General Data Protection Regulation (GDPR) replaces the 1995 EU Data Protection Directive (European Directive 95/46/EC).**

**Shire Systems will comply with applicable GDPR regulations as a data processor when they take effect on 25th May 2018 and we will introduce additional safeguards to improve our level of compliance where required.**

Shire Systems Limited Ltd recognises that our customers value their right to privacy and want to be assured that any personal information that they provide to us will be used in accordance with their wishes. Shire Systems Limited Ltd is committed to ensuring that you are fully informed as to how your personal information will be used and that it will be kept secure.

### 1. How we collect information

Shire Systems Limited Ltd may collect personal information from you relating both to your identity and personal preferences as well as our products. Shire Systems Limited Ltd will endeavour only to collect such information as is necessary for the stated purpose for which we are collecting the information. For example if you purchase a Shire Systems Limited Ltd product, we will require your name and address so that we can send the product to you and your credit card details to obtain payment. Wherever possible Shire Systems Limited Ltd will provide you with clear information as to the type of information we wish to collect and how we want to use it. You will be given a clear option to agree or not agree to such information being collected. If we require further information, we will clearly set out the information we wish to collect and the purposes for which we are collecting it. There are a number of different ways that we may collect personal information from you. At the time of collection we will set out clearly the information that we are collecting and the purposes for which we will use it. Ways we collect personal information include:

1.1 Communications from you - You may email or write to us providing your name and contact details and any other personal information contained in your message.

### Access to your information and correction

If you provide us with your personal information, you have the following rights:

- To review the user information that you have supplied to us under the GDPR
- To request that we correct any errors, outdated information, or omissions in user information that you have supplied to us
- To request that your user information not be used to contact you
- To request that your user information be deleted from our records

To exercise any of these rights, please contact [marketing@shiresystems.com](mailto:marketing@shiresystems.com) or write to us at:

We will respond to your request to change, correct, or delete your information within a reasonable timeframe and notify you of the action we have taken.

We collect the following information about you when you complete forms on our website or make a sales enquiry:

- Full name
- Company name
- Email address
- Telephone number
- Other information you supply relevant to your enquiry

1.2 Customer Support - You may telephone or email us in respect of technical assistance you require in respect of our products or information that you would like to receive relating to our products.

1.3 E-mail/Direct mail campaigns - From time to time, we may contact you directly by mail, email or telephone, informing you about upgrades, new products, promotions or special offers that you may be interested in.

1.4 Newsletters - We may send out newsletters to our customers providing them with articles and information which we believe may be of interest to them.

1.5 Registration of Products - Upon registration of a Shire Systems Limited Ltd product you will be asked to provide certain information so that we can record you as an owner of Shire Systems Limited Ltd product to help us in providing you with service and information.

1.6 Purchases - If you wish to purchase Shire Systems Limited Ltd Products from our Website, or over the telephone, we will require sufficient information to complete the purchase, including your credit card details, your contact details and an address for shipping.

1.7 CVs - Career opportunities within Shire Systems Limited Ltd may be posted on our website to allow you apply directly online and submit your resume.

1.8 Surveys - From time to time we may conduct surveys in respect of our products and services. Participation is completely optional. If you choose to join our mailing list, your email address will be stored in Mailchimp and Survey Monkey, third-party data processors. At any time, you can unsubscribe from our newsletters, invitations and surveys, either from within the communication you receive or at any time on our website. Instructions are provided below.

1.9 Aggregate Information - Whenever you enter our website, our web server automatically collects and aggregates information in respect of your visit. This information includes URLs or domains of referring websites, browser type, operating system, the pages that you access and the date and time of your visit. In general this aggregate information will not identify you personally. If we do correlate such information to you, we will treat it in accordance with this policy.

1.10 Website Visitor Tracking. Like most websites, our website uses Google Analytics. This tool collects information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. We use this information to better understand how visitors find us and how they interact with our website. We can use this to make adjustments to our website, to deliver a better user experience.

## 2. Purposes for which we Use Information

Our objective is to inform you before, or at the time of collection, as to the information we are collecting and the purposes for which we wish to use such information. We will seek your clear consent to your information being used for the stated purposes and will only collect such information as is reasonably necessary to achieve those purposes. Shire Systems Limited Ltd will clearly inform you as to information that it requires to proceed with the stated purpose and information that is merely optional. If you choose not to provide required information Shire Systems Limited Ltd may not be able to comply with your request or provide certain services.

2.1 Product Registration - Information you provide upon registration will be used to keep a record of your product and will assist in providing assistance if you contact our customer support service. We will also use this information to inform you of any upgrades, new products or promotions that may be of interest to you.

2.2 Product Purchases - When you purchase products from our Website or directly from our Customer Services department will use your information to process payment and ship the product to you.

3. Information in respect of Shire Systems Limited Ltd Products - It is important for us to receive feedback from our customers in respect of our products and any features they would like to see in future products. We will contact you to ask you about our products and also to inform you of upgrades, promotions and new products that you may be interested in.

3.1 Internal Analysis - We may use the information you provide us with for our own internal statistical and analytical purposes, to evaluate and profile customers including customer preferences and purchasing trends which we may use for marketing purposes and in respect of operations and development.

3.2 Updating information - We may contact you to ensure that the information we have in our records is still correct and to add additional information to complete your profile.

#### 4. Sharing of Information with Third Parties

We may share the information that you have provided to us with subsidiaries and affiliated companies of Shire Systems Limited Ltd. Such affiliated companies will also comply with the terms of this policy. In an effort to offer our customers the maximum benefit of Shire Systems Limited Ltd's strategic and co-branding partnerships, we also undertake co-marketing agreements with third parties who offer similar products or services or who may collect your personal information, identifiable or non-identifiable, in order to provide certain online services to you. Shire Systems Limited Ltd may share profile information with its co-branding partners in order to better personalise the content, banners and promotions that you and other users will see on our sites. Advertising partners or other online services partners of Shire Systems Limited Ltd may use their own cookies (see Section 6 below). As a registered Shire Systems Limited Ltd customer, you will have the option of receiving news and special offers from third parties. You will have the option of declining such communications when you provide us with your information or at any other time. Legal Disclaimer: Although we make every effort to preserve user privacy, we may need to disclose personal information when required by law, wherein we have a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order or legal process served on our Web site.

#### 5. Security

We use commercially reasonable efforts to ensure that your information is stored and maintained in a secure environment. We have implemented procedures to ensure that your information is only made available to such designated staff as necessary to carry out the stated purposes that we have communicated to you.

6. Cookies We may make use of "cookies" on our website. A cookie is a small text file that can be placed and stored on your computer's hard disc when you visit a website for record keeping purposes. A cookie itself is not designed or intended to read any information from a user's computer (other than the contents of the cookie); rather, it is an identifier used by the Web site that originally placed it on your hard drive. The actual contents of the cookie information can be retrieved by the same server to identify the computer and subsequently to customise, monitor, or regulate the use of a site based on information stored on the host server. Therefore, cookies only identify the user's computer to the Web site which may correlate other information, including personally identifying information, with the cookie. We use cookies to allow us to automate access and the data entry functions of our website such as to correlate online ordering information for purchases you may make while at the website (if any), tailor our website to your preferences or interests, or customise promotions or marketing. In addition, cookies allow us to track use of our website to determine those areas which are useful or popular and those that are not thereby enabling us to improve and update our website effectively. Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. If you are not sure how to do this or whether you have this option you should consult the documentation that accompanied your web browser. You should be aware that if you elect not to accept cookies, some parts of the website may not function properly or permit access.

#### 7. Links

We may offer links from our website to other websites which may be hosted by our co-branding partners or by unrelated companies which we think may be of interest to you. Such websites are not governed by this privacy policy and Shire Systems Limited Ltd makes no representation as to their practices for dealing with your personal information. We recommend that you check the privacy policy of any website at the beginning of your visit.

#### 1. Chat Rooms and Newsgroups

Shire Systems Limited Ltd's website may have chat rooms, newsgroups, or other forums which permit individuals to interact online. Any information you transmit online in such forums will be made public and Shire Systems Limited Ltd cannot control, nor is it responsible for the use any third parties may make of such information.

9. Children - This site is a general audience site which is neither designed nor intended to collect personal information from children who are under the age of 13. In order to ensure compliance with the provisions of the Children's Online Privacy Protection Act children under the age of 13 should not provide any personal information to this site. We ask that parents supervise their children while online.

10. Access, Modification and Accuracy of Information - We take reasonable steps to ensure that the information that we receive from you is accurate and kept up to date. You have the right to access your information to verify the information that we have collected in respect of you. You also have the right to request that your information be modified or deleted, including any changes to any consents that you may have given in respect of us contacting you relating to information that you receive from us. You may also ask at any time that your preferences as to the type of communications that you receive from us are modified in order to stop receiving them or to be added to our mailing list. We will endeavour to deal with all such requests for access and modifications in a timely manner. We will not be able to comply with requests in respect of information that we may have archived as part our business operations. Please send any requests for access to or modifications or deletions of information relating to you to the e-mail address set forth in Section 15 below.

11. Retention and Storage of Information - We will retain your information for a reasonable time to permit us to use it for the purposes that we have communicated to you. When information is no longer required, we will ensure that all such data is removed from our database. We may use the services of third party companies to physically collect and store your information on our behalf. Any such companies will have to comply with the terms of this policy.

12. Changes to Privacy Policy - We may change the terms of this privacy policy from time to time in order to reflect our practices and provide greater protection for your information. Any change to this policy will be clearly displayed on this website. Any changes to this policy will not have retrospective effect. Information collected by us will be dealt within accordance with the provisions of our policy which were in effect at the time of collection.

13. Business Transfers - The information that is collected by Shire Systems Limited Ltd is considered to be an asset. In the event that Shire Systems Limited Ltd, any affiliated company, division or portions of its assets are acquired by another company, such information may be one of the transferred assets. We will take reasonable steps to place a notification of such a transfer on our website.

14. Acceptance of Terms - By using our services, accessing our website or purchasing our products you are consenting to the practices relating to information collection and use that are described in this policy.

15. Contact us - Any requests for access to your information, modification of your information or questions in respect of this policy should be sent using the contact details at [www.shiresystems.co.uk](http://www.shiresystems.co.uk)