

## **Template Privacy Policy – for Websites**

This Privacy Policy sets out the data processing practices carried out through the use of the Internet and any other electronic communications networks by Marketing Concepts. If you have any requests concerning your personal information or any queries with regard to these practices please contact Managing Director, Gary Cameron at [enquiries@marketingconcpets.co.uk](mailto:enquiries@marketingconcpets.co.uk). Please note that all data thus captured will be used and held in accordance with the requirements of the Data Protection Act 1998.

### **Information collected**

We collect information from visitors to this website through use of online forms.

We collect your details when you email us with an enquiry.

In addition to the above, we collect information automatically about your visit to our website. Please see our Cookies Section for more details.

### **Use of personal information**

We process personal information collected via this website for the purposes of:

[PLEASE DELETE/ADD WHERE NECESSARY]

- Providing information about products and services
- Providing and personalising our services
- Dealing with your enquiries and requests
- Trading in personal information (selling, hiring or exchanging information)

### **Data Capture Information**

We will send you information according to the preferences you submitted via our online If you would like to change these preferences at any point, please email us at [enquiries@marketingconcepts.co.uk](mailto:enquiries@marketingconcepts.co.uk), or call us on 0131 4678700 Alternatively you can also write to us at Managing Director, Marketing Concepts, 2 Commercial Street, Edinburgh, EH6 6JA.

### **Marketing**

Please note that your information may be used to send you details of those products or services that we offer that we have identified as likely to be of interest to you. This will be in accordance with the preferences that you indicated when you completed the online form

If at any point you would like to opt-out of receiving communications from us, or would like to change the channels (such as email or post) that we use to contact you, please contact Managing Director, Gary Cameron at [enquiries@marketingconcpets.co.uk](mailto:enquiries@marketingconcpets.co.uk)  
You can also write to Managing Director, Marketing Concepts, 2 Commercial Street, Edinburgh, EH6 6JA.

## **Disclosures**

We will not share your data with third parties unless we are obliged to disclose personal data by law, or the disclosure is 'necessary' for purposes of national security, taxation and criminal investigation, or we have your consent.

We will only disclose data when obliged to disclose personal data by law, or the disclosure is 'necessary' for purposes of national security, taxation and criminal investigation, or we have your consent, and to the following:

- Successors in title to our business.

## **Other websites**

Our website may contain links to other websites that are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours.

## **Subject access requests**

You have the right to see what personal data we hold about you. To obtain a copy of the personal information we hold about you, please write to us at Managing Director, Marketing Concepts, 2 Commercial Street, Edinburgh, EH6 6JA Please note that we reserve the right to charge a fee of up to £10 for any such request.

## **Internet-based transfers**

Given that the Internet is a global environment, using it to collect and process personal data necessarily involves the transmission of data on an international basis. This means for instance that data you pass to us may be processed outside the European Economic Area, although the data will always be held securely and in line with the requirements of UK data protection legislation. By communicating electronically with us, you acknowledge and agree to our processing of personal data in this way.

## **Use of cookies**

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. Find out more about cookies on [www.allaboutcookies.org](http://www.allaboutcookies.org).

We use cookies to identify you when you visit this website and to keep track of your browsing patterns and build up a demographic profile.

Most browsers will allow you to turn off cookies. If you want to know how to do this please look at the menu on your browser, or look at the instruction on [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note however that turning off cookies will restrict your use of our website.

[IF YOU ARE USING ANYTHING OTHER THAN 'STRICTLY NECESSARY' COOKIES ON YOUR WEBSITE i.e. you are keeping track of browsing patterns and building up a demographic profile, PLEASE ADD THE FOLLOWING:]

We use the following cookies on our site: [Insert a table as follows]

Cookie	Data collected by the cookie	How long this data is kept for	Who owns this data	Is this a 1st party of a 3rd party cookie?
Google Analytics	Browsing	25 months	Google	Yes

[IF YOU GIVE USERS THE OPPORTUNITY TO OPT-OUT OF COOKIES, ADD THE FOLLOWING:]

If you would rather we did not place cookies on your computer, please be aware that this may negatively impact your ability to use and view content on this website.

To opt-out of cookies please [Instruction on how to opt-out of cookies from your website]

[IF YOU DO NOT GIVE USERS THE OPPORTUNITY TO OPT-OUT OF COOKIES, PLEASE ADD THE FOLLOWING:]

By continuing to use this site you are agreeing to the use of cookies as detailed above.

## **Amendments**

Please note that this privacy policy is subject to change from time to time. It was last reviewed April, 2014.