

Privacy Notice

This privacy policy sets out how Prime Digital uses and protects any information that you give us when you use communicate with us by email, letter or use our websites.

Prime Digital takes great care to safeguard personal data provided by its Customers or potential Customers and processes such data fairly and lawfully in accordance with the General Data Protection Regulation (GDPR) (EU 2016). We do not capture and store any personal information about individuals who use our websites, except where you voluntarily choose to give us your personal details via email or an on-line form. In these cases, the personal information you give us is used exclusively by us for providing you with current and future information about our services. We do not pass any of your personal information to outside organisations and/or individuals, except with your express consent.

Prime Digital is committed to ensuring that your privacy is protected. Prime Digital may change this policy from time to time by updating this document. You should check our websites from time to time to ensure that you are happy with any changes.

Personal Information:

You have a right to know about the personal information that we hold about you. You also have the right to have your data corrected or deleted. Please direct all requests and/or queries about our data protection policy to our Customer Services team by email: customerservices@prime-digital.com .

Use of Cookies:

A cookie is a small piece of information sent from a web-site to your computer where it is stored on your hard drive. Most web-sites send cookies of some description. Most browsers will allow you to disable cookies; you will still be able to move around the site as normal if you do decide to disable 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.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

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 websites (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 websites,
- (c) any other information that you choose to send to us;

Tel 0845 045 0313	Fax 01483 431965
Email customerservices@prime-digital.com	Website www.AdvancedCCTV.co.uk
Prime Digital Services Ltd., Unit 203, The Lansbury Estate, 102 Lower Guildford Road, Knaphill, GU21 2EP, UK	
Registered Company Number 4753239	
National Security Inspectorate (NSI) Gold Certificate Number 51631	
VAT No 811 117479	



Privacy Notice

Using your Personal Information:

Personal information submitted to us via our websites will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- (a) administer the website;
- (b) enable your use of the services available on the website;
- (c) send transaction confirmations by email;
- (d) send you general (non-marketing) communications;
- (e) send you email notifications which you have specifically requested;
- (f) send to you our newsletter, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require these communications);
- (g) deal with enquiries and complaints made by or about you relating to the website;

We do not pass any of your personal information to outside organisations and/or individuals, except with your express consent.

Disclosures:

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as 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 legal proceedings 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 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.

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. Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet. When we control data transmission, we use an SSL (Secure Sockets Layer) link so that the data you enter is encrypted when sent over the communications link.

Policy Amendments:

We may update this privacy policy from time-to-time by posting a new version on our website.

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 the supply of appropriate evidence of your identity. You may instruct us not to process your personal information for marketing purposes by email at any time. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes.

Tel 0845 045 0313 Fax 01483 431965
Email customerservices@prime-digital.com Website www.AdvancedCCTV.co.uk
Prime Digital Services Ltd., Unit 203, The Lansbury Estate,
102 Lower Guildford Road, Knaphill, GU21 2EP, UK
Registered Company Number 4753239
National Security Inspectorate (NSI) Gold Certificate Number 51631
VAT No 811 117479

