

## **Privacy Notice - Site Visitors**

At E4K Limited we are committed to protecting your privacy. This policy applies when we are acting as a controller of personal data, i.e. where we have determined the purposes and means of the processing of that personal data. It applies to all visitors to our premises.

We will process your personal data for the purpose of site security and fire safety. The legal basis for this processing is that it is necessary for compliance with a legal obligation to which we are subject.

We will store your personal data relating your visit for 12 months, or longer if required in relation to a legal claim.

We will share your personal data with other third parties only to the extent that the disclosure is reasonably necessary for the purposes of investigating incidents occurring on our premises.

We intend to transfer your personal data to a recipient in a country outside the EEA, namely the United States and India with a binding and enforceable commitments between us and the recipient to comply with a code of conduct or certification mechanism approved by the Information Commissioner's Office, a copy of which can be obtained from <https://ico.org.uk/for-organisations/advice-and-services/codes-of-conduct/> where necessary.

As you are providing us with your personal data, it is important to us that you are aware of the following rights that you have in relation to our processing of that personal data.

- You can be provided with a copy of any personal data concerning you that we process, unless that would affect the rights and freedoms of others. You can also be provided with information on how that personal data is processed by us.
- You can have us rectify any personal data of yours that we hold that is inaccurate or incomplete. In certain circumstances, you can also ask us to erase or restrict the use of any of your personal data that we process.

You can exercise any of the rights listed above by contacting us using the details at the bottom of this notice. If you are unhappy with any aspect of how we processed your personal data or your request to exercise a right, you can lodge a complaint with the Information Commissioner's Office.

The provision of this personal data is a statutory requirement. Failure to provide your personal data may result in you not being permitted into our premises.

E4K Limited is incorporated and registered in England and Wales with company number 239997 and whose registered office is at 17-21 Vaughton Street South, Birmingham, West Midlands, B12 0YN, UK.

We are contactable by email at (dpo@e4k.co) or in writing to 17-21 Vaughton Street South, Birmingham, West Midlands, B12 0YN, UK or by telephone at 0121 666 6534.

## **Privacy Notice - Website and Cookies**

At E4K Limited we are committed to protecting your privacy. This policy applies when we are acting as a controller of personal data, i.e. where we have determined the purposes and means of the processing of that personal data. It applies to all users of our websites: [www.e4k.co](http://www.e4k.co) and [smartwebdesignagency.com](http://smartwebdesignagency.com).

We may process your personal data for the purpose of contacting you if you submit an enquiry using our website. The legal basis for this processing is that it is necessary to achieve our legitimate interest, namely the promotion of our products and services.

We also process your cookies for the purpose of remembering your preferences, and tracking your progress through our website. The legal basis for this processing is your consent. See below for more information on the cookies that we use. If you do not allow cookies, please note that some parts of this website may become inaccessible or not function properly.

We will store your contact details your name, email address, phone number, and mailing address for a maximum period of seven years or until you notify us.

We will share your personal data with third parties only to the extent that the disclosure is reasonably necessary for the purposes of providing you with the information about our products/services that you have requested.

As you are providing us with your personal data, it is important to us that you are aware of the following rights that you have in relation to our processing of that personal data.

- You can withdraw your consent to our processing of cookies at any time by managing your browser settings, or through the website's cookie consent banner, or by contacting the website's privacy officer.
- You can be provided with a copy of any personal data concerning you that we process, unless that would affect the rights and freedoms of others. You can also be provided with information on how that personal data is processed by us.
- You can have us rectify any personal data of yours that we hold that is inaccurate or incomplete. In certain circumstances, you can also ask us to erase or restrict the use of any of your personal data that we process.
- **You can object at any time to our processing of your personal data on grounds related to your particular situation.**
- **You can object at any time to our processing of your personal data for direct marketing purposes.**
- You can exercise any of the rights listed above by contacting us using the details at the bottom of this notice. If you are unhappy with any aspect of how we processed your personal data or your request to exercise a right, you can lodge a complaint with the Information Commissioner's Office.

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## COOKIE POLICY

### What are cookies and how do they work?

“Cookies” are text-only pieces of information that a website transfers to an individual’s hard drive or other website-browsing equipment for record-keeping purposes. Cookies allow the website to remember important information that will make your use of the site more convenient. A cookie will typically contain the name of the domain from which the cookie has come, the “lifetime” of the cookie, and a randomly generated unique number or other value. Like most websites, we use different categories of cookies for a variety of purposes in order to improve your online experience.

Depending on the purpose, we use session cookies, which are temporary cookies that remain in the cookie file of your browser until you leave the site, and persistent cookies, which remain in the cookie file of your browser for remembering your preferences, keeping you logged in, tracking your progress through our website and improving website performance.

### What are the categories of cookies?

Cookies can be categorised, following the International Chamber of Commerce guide, as follows:

#### **Strictly necessary cookies**

‘Strictly necessary cookies’ tend to be session cookies which are deleted at the end of the browser session.

Accepting these cookies is a condition of using the website, so if you prevent these cookies, we can’t guarantee how our website will perform during your visit.

#### **Performance Cookies**

‘Performance cookies’ collect information about how you use our website such as which pages you visit and if you experience any errors. These cookies don’t collect any information that could identify you – all the information is collected on an anonymous aggregate basis and is only used to help us improve how our website works, understand what interests our users and measure the effectiveness of our advertising. They also enable us to track the total number of visitors to our site. Most performance cookies tend to be session cookies which are deleted at the end of the browser session.

In some cases, some of these cookies are managed for us by third parties, but we don’t allow the third party to use the cookies for any purpose other than those listed above. Some of these third-party performance cookies are persistent cookies.

#### **Functionality Cookies**

Functionality cookies, by their very nature, are persistent cookies so that we remember your computer when you return to our website.

Some of these cookies are managed for us by third parties – where this is the case, we don’t allow the third party to use the cookies for any purpose other than those listed above.

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more

relevant to your interests. We may also share this information with third parties for this purpose. Only needed if targeting cookies are used.

**How can I block and/or delete cookies?**

Use the options in your web browser if you do not wish to receive a cookie or if you wish to set your browser to notify you when you receive a cookie. You can easily delete any cookies that have been installed in the cookie folder of your browser.

## **Privacy Notice + Consent Opt-in**

### **Consent for Processing of Personal Data of Website Users**

To comply with the General Data Protection Regulation, E4K Limited must ask for your consent to store and process your personal data for the purpose of remembering your preferences, and tracking your progress through our website. Please see our Privacy Notice below for further information.

I hereby consent to E4K Limited processing my personal data for this purpose.

Name:

Signature:

Date:

### **PRIVACY NOTICE (Based on consent)**

At E4K Limited we are committed to protecting your privacy. This policy applies when we are acting as a controller of personal data, i.e. where we have determined the purposes and means of the processing of that personal data.

We will process your personal data for provision of the services that you have requested, and/or to comply with legal requirements. The legal basis for this processing is your consent.

We will store your personal data relating to provision of the services that you have requested, and/or to comply with legal requirements for two years following your first visit to the site.

We will share your personal data with third parties, such as marketing and promotional purpose, only to the extent that the disclosure is reasonably necessary for the recruitment process.

We intend to transfer your personal data to a recipient in a country outside the EEA, namely the United States and India with a binding and enforceable commitments between us and the recipient to comply with a code of conduct or certification mechanism approved by the Information Commissioner's Office, a copy of which can be obtained from <https://ico.org.uk/for-organisations/advice-and-services/codes-of-conduct/>

As you are providing us with your personal data, it is important to us that you are aware of the following rights that you have in relation to our processing of that personal data.

- You can withdraw your consent to our processing of your personal data at any time.
- You can be provided with a copy of any personal data concerning you that we process, unless that would affect the rights and freedoms of others. You can also be provided with information on how that personal data is processed by us.
- You can ask us to provide your personal data, either to yourself or to another data controller, in a structured, commonly used and machine-readable format.
- You can have us rectify any personal data of yours that we hold that is inaccurate or incomplete. In certain circumstances, you can also ask us to erase or restrict the use of any of your personal data that we process.

You can exercise any of the rights listed above by contacting us using the details at the bottom of this notice. If you are unhappy with any aspect of how we processed your personal data or your request to exercise a right, you can lodge a complaint with the Information Commissioner's Office.

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