

1 Information collection and use

borwell is the sole owner of the information collected on our websites and our software applications and products. We will not sell, share, or rent this information to third parties in ways other than those disclosed in this policy. We may collect information from our users at several different points on our websites, or within our software applications and products. Please read the privacy policy carefully as it contains information regarding the data collected, how it is used and how long it is kept for.

We may collect information about the use and navigation through a website or software application. We will not store detailed data (e.g. project files, customer records), but will store basic metadata only. This information will be used to improve usability, navigation and to see which products and features are being used by users. E.g. a count of how many times a user opens a customer details form, but no storage of the content of that form will occur.

2 Phone Calls

During a phone call, we may collect some information depending on the purpose or topic of the call. The following information may be collected to process your enquiry:

- Name
- Company name
- Telephone number
- E-mail address

The data listed above is only collected to satisfy the purpose of the phone call (e.g. to identify who you are, and how to contact you during your enquiry).

3 Email Marketing

You have the option to sign up to marketing if you wish to receive this material from us. When you register for this, we require the following information from you:

When you opt-in to e-mail marketing, we require the following information is collected:

- Name
- E-mail address

The data you provide to borwell will be used solely for the purpose of e-mail marketing communication. This is inclusive of the following:

- Newsletters
- Blog articles
- Upcoming events
- Product and service features

We may send you other material if we feel that it is may be of interest. For example, if we produce a case study after an exciting event, we may include this as part of your marketing material.

If you no longer wish to receive marketing material from us, you can opt-out by clicking the 'unsubscribe' link at the bottom of the e-mail. Alternately, you can call the office and ask for this to be done manually.

4 Contact Form

We collect the following information on the 'Contact Us' form on the borwell website:

- Name
- Email Address
- Phone Number

This information is used to deal your enquiry and to ensure that we have adequate information throughout our correspondence with you. This information is only for our internal use and is never provided to a third-party.

5 E-mail alerts

If a user wishes to subscribe to our alerts, updates, briefings etc. we ask for contact and delivery information such as name and e-mail address. All of these e-mail lists provide opt out facilities online and within each e-mail broadcast.

6 Orders

We request information from the user on our order forms. Here a user must provide contact information (like name and shipping address). This information is used for billing purposes and to fulfil customer orders. If we have trouble processing an order, this contact information is used to get in touch. All online transactions are processed using SSL encryption. See Security for more detail.

We will not store details of a payment card used.

7 Cookies

The borwell website uses various cookies. A cookie is a piece of data stored on the user's hard drive containing information about the user. The usage of cookies is for the convenience of visitors as they enable us to track the interests of our users in order to enhance the experience on our site.

We use Google Analytics which provides statistics on website traffic. We use these statistics to monitor user activity for the improvement of our website. These statistics are not personally identifiable and help us to identify popular pages and if our visitors landed there from organic searches and how long they spent on each page.

For more information on how Google handle and use your information, please visit <https://policies.google.com/>

8 Log files

We may use IP addresses to analyse trends, administer the site, track a user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information and will not be passed on to any other organisation.

9 Links

Some of our websites contain links to other third-party sites. Please be aware that we are not responsible for the privacy practices of other sites.

This privacy statement applies solely to information collected by this website and the websites that we support for our customers.

10 Online surveys

From time to time our sites request information from users via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether or not to disclose this information. Information requested may include contact information (such as name and email address), and demographic information (such as post code, company sector). Survey information will be used for purposes of monitoring or improving the use and satisfaction of the website and the products and services on offer.

11 Security

We take every precaution to protect our users' information on all of our web-based projects and websites. When users submit sensitive information via a website, their information is protected both online and off-line. When a registration/order form asks users to enter sensitive information (such as credit card number and/or social security number), that information is encrypted and is protected with the best encryption software in the industry - SSL.

While on a secure page, such as an order form, the padlock icon in the Web browser system tray becomes locked. While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect user-information off-line. All user information, not just the sensitive information mentioned above, is restricted in our office. Only employees who need the information to perform a specific job (for example, our financial controller or a member of the project team) are granted access to personally identifiable information.

12 Subject Access Requests

You have the right to request a copy of the information we hold on you. If you would like a copy of this information, please use the “contact us” form on our website or call the office using the phone number provided in the Point of Contact section.

13 Correction and updating of personal information

If a user's personally identifiable information changes (such as postal address), or if a user no longer desires our services, we will endeavour to provide a way to correct, update or remove that user's personal data provided to us.

We want to ensure all data is accurate and up-to-date. If any of the data we hold about you is incorrect, please use the contact form or call the office number. You may ask us to correct or remove inaccurate data.

14 Choice, opt-in and opt-out

Our users are given the opportunity to 'opt-out' of having their information used for purposes not directly related to our site at the point where we ask for the information.

Users who no longer wish to receive an e-shot/newsletter/alert/briefing/Bluetooth message etc. may opt-out of receiving these communications by replying to the 'unsubscribe' link in the e-mail, or online or by contacting us directly. They will automatically be removed from successive campaigns.

15 Point of Contact

For all inquiries regarding data privacy and protection please contact the borwell office manager on 01684 377 980.

Steven Borwell-Fox
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