

1 Information collection and use

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. 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 from that form will occur.

2 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 with 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.

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 Email Alerts

If a user wishes to subscribe to our alerts, updates and briefings. 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 with each e-mail broadcast.

5 Cookies

Many of our sites use cookies – A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser.

Cookies can also enable us to track and target the interests of our users in order to enhance the experience on our site.

We use cookies for the following purposes:

- Analysis – we use cookies to help us to analyse the use and performance of our website and services.
- We use Google Analytics to analyse the use of our website. This will gather information about how the website is used through the use of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available [here](#).

6 Logging

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.

7 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 form asks users to enter personal information (i.e. e-mail address), 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.

8 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 service, we will endeavour to provide a way to correct, update or remove that user's personal data provided to us. This can be done at the registration page or by e-mailing the site editor. Many of our sites will offer subscribers an account management facility that will allow them to change or amend their own records.

9 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.

10 Links

Some of our web pages 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.

11 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.

12 Notification of changes to this policy

If we decide to change our privacy policy, we will seek to advise all users of these changes.

13 Point of Contact

For all inquiries regarding data privacy and protection, please contact our office manager on 01684 377966.