

# Privacy & Cookies Policy

Identity Destruction Limited, a company incorporated and registered in England and Wales under company number 10410742 whose registered office address is Unit 16 St James Industrial Estate, Westhampnett Road, Chichester PO19 7JU We are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.identitydestruction.co.uk](http://www.identitydestruction.co.uk) you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the "**Act**"), the data controller is Identity Destruction Limited.

Data Protection Registration Number: A8192134.

## INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by filling in forms on our website [www.identitydestruction.co.uk](http://www.identitydestruction.co.uk) ("**our site**") or by corresponding with us by phone, e-mail or otherwise. The information you give us may include your name, address, e-mail address and phone number.
- **Information we collect about you.** With regard to each of your visits to our site we may automatically collect the following information:
  - Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
  - Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.
- **Information we receive from other sources.** We may receive information about you from the trusted third parties we are working with (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers and credit reference agencies).

## COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** 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.

## THIRD PARTY COOKIES

Cookies for web analytics

- We use third party services to gather data regarding the usage of our site on our behalf using cookies, log file data and code which is embedded on our website. We use this type of information to help improve the service we provide to UK and non UK visitors.

Google Analytics

- Google analytics is a web analytics service provider provided by Google Inc. Google analytics sets a cookie in order to evaluate a visitor's use of our website.
- Google stores the information collection by the cookie on their servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By

using our website, you consent to the processing of data about you by Google in the manner and the purposes set out above.

- For more information on the cookie set by Google analytics, including information on how to opt out please go to <http://www.google.com/intl/en/privacypolicy.html>

You can find more information about the individual cookies we use and the purposes for which we use them below:

**Cookie name:** \_\_utma

**Expires:** 2 years

**Description:** Used by Google Analytics. Each unique browser that visits a page on the site is provided with a unique ID via the \_\_utma cookie.

**Cookie name:** \_\_utmb & \_\_utmc

**Expires:** 30 min

**Description:** Google Analytics uses these two cookies to establish a session. If either of these two cookies is absent, further activity by the user initiates the start of a new session.

**Cookie name:** \_\_utmz

**Expires:** 6 months

**Description:** When visitors reach the site via a search engine result, a direct link, or an ad that links to the page, Google Analytics stores the type of referral information in a cookie. The parameters in the cookie value string are parsed and sent in the GIF Request (in the utmcc variable). The expiration date for the cookie is set as 6 months into the future. This cookie gets updated with each subsequent page view to the site; thus it is used to determine visitor navigation within the site.

## USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
  - To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us;
  - To provide you with information about other services we offer that are similar to those that you have already purchased or enquired about;
  - To provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you. If you are an existing customer, we will only contact you by electronic means (e-mail) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this. If you do

not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data or send your request to [info@homeshreduk.co.uk](mailto:info@homeshreduk.co.uk).

- To notify you about changes to our service;
- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
  - To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
  - To improve our site to ensure that content is presented in the most effective manner for you and for your computer;
  - To allow you to participate in interactive features of our service, when you choose to do so;
  - As part of our efforts to keep our site safe and secure;
  - To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
  - To make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.
- **Information we receive from other sources.** We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

## **DISCLOSURE OF YOUR INFORMATION**

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.
- Credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

- If Identity Destruction Ltd or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions of service and other agreements; or to protect the rights, property, or safety of Homeshred UK, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **WHERE WE STORE YOUR PERSONAL DATA**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Our card payment facilities are provided by PayPal and WorldPay who are both fully compliant with the Payment Card Industry Data Security Standards. Any payment transactions carried out through our website or over the phone will be encrypted. We do not hold or process any payment card details on our servers. This information is processed by PayPal and or WorldPay on their secure servers. To view a copy of PayPal's privacy policy for the United Kingdom please copy and paste the following link in to your web browser: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>. To view a copy of WorldPay's privacy policy for the United Kingdom please copy and paste the following link in to your web browser <https://www.worldpay.co.uk/uk/privacy-policy>

We may also store manual copies of your personal information (but not your payment card information) in a secure facility where access is restricted.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **YOUR RIGHTS**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [info@identitydestruction.co.uk](mailto:info@identitydestruction.co.uk).

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **ACCESS TO INFORMATION**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10.00 to meet our costs in providing you with details of the information we hold about you.

## **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

## **CONTACT**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [info@identitydestruction.co.uk](mailto:info@identitydestruction.co.uk).