

PRIVACY POLICY

Last updated: 08th December 2020

1. Key Details

1.1 This website privacy policy describes how Advanced Witness Systems Ltd protects and makes use of the information you give the company when you use this website.

If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy.

1.2 This policy is updated from time to time. This version was updated on the date stated at the top of this page.

1.3 If you have any questions about this policy, please email gdpr@awstorque.co.uk or write to:

Advanced Witness Systems Ltd.
Unit 8 Beaumont Business Centre
Beaumont Close
Banbury
Oxfordshire
OX16 1TN
UK.

2. Introduction

2.1 We gather and use certain information about individuals in order to provide products and services and to enable us to contact you with relevant advertising.

3. What data we gather

3.1 We may collect the following information:

- a) Name and job title
- b) Contact information including email address
- c) Demographic information, such as postcode
- d) Other information relevant to client enquiries

4. Collecting this data

4.1 We use website forms run by EmailMeForm.

Although EmailMeForm may own the data storage, databases and the service associated with the website form, EmailMeForm will not utilize your data to advertise to, or contact you for any reason.

4.2 EmailMeForm's own Privacy Policy can be found here:

<https://www.emailmeform.com/v-privacy.html>

4.3 We use cookie widgets run by Elfsight.

Elfsight collect non-Identifying information they get from your use of our site and products. Elfsight will not utilize your data to advertise to, or contact you for any reason.

4.4 Elfsight's own Privacy Policy can be found here:

<https://elfsight.com/privacy-policy/>

4.5 We may use a Facebook Pixel to monitor the performance of adverts running on the Advanced

Witness Systems Facebook page, as well as create audiences for future adverts. The collected data is anonymous and we cannot view the personal information of our audience. To opt out of Facebook Pixel's data collection please visit https://www.facebook.com/adpreferences/ad_settings.

- 4.6 We may use a LinkedIn Insight Tag to track and optimise the performance of any running adverts on the Advanced Witness Systems Ltd LinkedIn page, as well as collecting data to retarget website visitors and create an optimised custom audience. The collected data is anonymous and we cannot view the personal information of our audience. To opt out of LinkedIn's Insight Tag data collection please visit <https://www.linkedin.com/psettings/advertising-data>.
- 4.7 We may use Google Analytics features such as the Google Tag to track and optimise the performance of the Advanced Witness Systems Ltd website, as well as collecting data to retarget website visitors and create an optimised custom audience. The collected data is anonymous and we cannot view the personal information of our audience. To opt out of Google Analytics' data collection please visit <https://tools.google.com/dlpage/gaoptout>.

5. How we use this data

- 5.1 Collecting this data helps us understand what you are looking from the company, enabling us to deliver improved products and services.

Specifically, we may use data:

- a) For our own internal records.
- b) To improve the products and services we provide.
- c) To contact you in response to a specific enquiry.
- d) To send you promotions about products, services, offers and other things we think might be relevant to you.
- e) To send you promotional mailings or to call you about products, services, offers and other things we think might be relevant to you.
- f) To contact you via email, telephone or mail for market research reasons.

6. Controlling information about you

- 6.1 When you fill in a form or provide your details on our website, you will see one or more tick boxes allowing you to:

- a) Opt-in to receive marketing communications from us about our products and service by email, telephone, or post.

- 6.2 If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:

- a) Visit our website and click on the "Unsubscribe" link at the bottom of every page.
- b) Send an email to sales@awstorque.co.uk.
- c) Write to us at:

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Unit 8 Beaumont Business Centre
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Oxfordshire
OX16 1TN
UK.

- 6.3 We will never lease, distribute or sell your personal information to third parties unless we have your permission or the law requires us to.

- 6.4 Any personal information we hold about you is stored and processed under our data protection policy, in line with the EU General Data Protection Regulation 2018.

7. Security

- 7.1 We will always hold your information securely.
- 7.2 To prevent unauthorised disclosure or access to your information, we have implemented strong physical and electronic security safeguards.

We also follow stringent procedures to ensure we work with all personal data in line with the EU General Data Protection Regulation 2018.

8. Links from our site

- 8.1 Our website may contain links to other websites.

Please note that we have no control of websites outside the www.awstorque.co.uk domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.