



## **PRIVACY POLICY**

cereno is committed to ensuring that your privacy is protected in accordance with the law. This Policy explains how we use the personal information we collect about you, how you can advise us to limit the use of that information and steps we have taken to protect your privacy. Should you have any concerns related to privacy then please contact us via the form on our contact page.

### **The information we collect**

When registering or completing a profile from any of our services we may ask you to confirm your name, position, business address, e-mail address, telephone number and other limited profile information about you and your business.

For your convenience, addition to any of our databases will give you automatic registration to our site using the same username and password.

On occasions we carry out surveys or other promotional activities which may be to introduce new services available from cereno or for more general interest. Participation in any survey is entirely optional.

For your convenience we will store your registration information so that you do not have to complete all the sections of order forms each time you use the web site.

We collect your interest in various areas on the site by collecting "clicks" at major landing points on our sites. We may also use aggregate information and statistics for the purposes of monitoring web site usage in order to help us develop our service.

From time to time we may provide your information to our customer service agencies for research and analysis purposes so that we can monitor and improve the services we provide. We or our agents and sub-contractors may occasionally contact you including by post, email or telephone to ask you for your feedback and comments on our services.

We and our group companies may also wish to provide you with information about special features of our web site or any special service or products which we think may be of interest to you.

We may also want to provide you with related information or special deals which we think may be of interest to you. If you would rather not receive this information please contact us via the form on our contact page. We reserve the right to use other tracking technologies in the future.

### How we protect your information

The Internet is not a secure medium. However we take security issues very seriously and abide by strict internal standards. Some of the relevant security procedures are described in this policy.

Firewalls are used to attempt to block un-authorized traffic to the servers and the actual servers are located in a secure location that can only be accessed by authorized personnel.

We also aim to keep your information confidential. cereno's internal procedures cover the storage, access and disclosure of your information.

Please ensure you keep your password confidential to prevent un-authorized access.

### Updating your details

If any of the information that you have provided to cereno changes, for example if you change your e-mail address, name or address please contact us via the form on our contact page.

### Use of cookies by cereno

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work or work more efficiently, as well as to provide business and marketing information to the owners of the site.

Three types of cookie may be used during your visit to cereno.co.uk:-

cereno session cookies that are deleted after each visit.

cereno persistent cookies are valid across visits by registered users and, for example, are used to avoid the need to tell us your name once logged in at the start of each visit.

Whilst we do not currently do so, we reserve the right in future to match information gathered from cookies with any information you have given us about yourself for the purposes explained in this Privacy Policy.

### Your consent

By submitting your information you consent to the use of that information as set out in this Policy. If we change our Privacy Policy we will post the changes on this page, and may place notices on other pages, so that you may be aware of the information we collect and how we use it. We will also e-mail you should we make any changes so that you may consent to our use of your information in that way. Continued use of the service will signify that you agree to any such changes.

Because the Internet infrastructure is global, the information you provide may be transferred outside the European Economic Area ("EEA") that do not have similar data protection legislation during use as set out in this policy. However, we have taken the steps outlined above to try to improve the security of your information. By submitting your information you consent to these transfers.