



# Privacy Policy

Systems in Micro

*Updated May 2018*

Systems in Micro Ltd, 47 Gainsborough Street, Sudbury, Suffolk, CO10 2ET

## Why do we have a privacy policy?

In accordance with the General Data Protection Regulation<sup>1</sup> we have an obligation to protect and control use of any data we hold that relates to any identifiable person and our privacy policy outlines our approach to the control and use of the data that we hold.

## Do we collect data and why?

We collect certain data from our customers for the purposes of administering and running our business and for the purposes of analysing website traffic to our website.

## What data do we collect?

To enable us to administer and run our business we gather and store selective customer data for the routine purposes of communication and administration. This includes addresses, telephone numbers, email addresses and other relevant contact details for our client and their employees who liaise with us.

Each time a page on the Systems in Micro Ltd website is viewed, certain visitor information is captured for the purposes of visitor analysis by the Google Analytics service. This includes the country of origin, the pages visited and the amount of time spent on each page. We do not capture any *personally identifiable information* (PII) information regarding visitors to our website, such as IP addresses for example. This means no website visitor is uniquely identifiable from the information we are provided by Google.

## Is our data shared?

We do not sell or share any information to third parties for the purposes of marketing or promotion. In certain cases, in order to provide services to you as a client it may be required to share your data with other parties, in which case we will request your permission before we do this. Your data will not be used outside the legitimate purpose for which the personal data was collected.

## How do we keep data safe?

Our servers containing data are managed at a safe and secure location. Access to our systems is controlled and in a secure environment.

## How long do we store data?

Data is kept only as long as necessary in order to meet operational needs and so is stored for the shortest time possible. Personal data is deleted once the legitimate purpose for which it was collected is fulfilled.

## If we hold data about you, how can you see it?

You have a right to access any personal data we hold about you and obtain a copy. You may make a request to access this data either verbally or in writing to our company. We will respond within 30 days to any such request. We will provide details of any personally identifiable data as well as the purposes of our processing, who it is disclosed to and details of the retention period for storing the data.

## If our data about you is incorrect, what should you do?

If you feel that we hold any data about you that you would like erased, you have a right to request we do this and unless the request is unfounded or excessive we will proceed to erase any personally identifiable data that relates to you. We will respond to you within 30 days of any such request.

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<sup>1</sup> REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL