

# Privacy Policy

Lowe & Simpson Ltd. (“we,” “us,”) respect your privacy and are committed to protecting it through our compliance with this Privacy Policy.

The types of information that we may collect from you when you access or use our website – [www.loweandsimpson.co.uk](http://www.loweandsimpson.co.uk) and our practices for collecting, using, maintaining, protecting and disclosing that information.

This policy applies only to information we collect through our services and in the electronic communications sent through or in connection with our services.

## 1. What information do Lowe & Simpson collect from its users?

Lowe & Simpson may collect and use information of and regarding its users. We collect only data which is essential to our operations and enables us to provide you with a better user experience.

The information, through which the person may be identified, may include data, which the user voluntarily enters, uses or provides when using the services of the Lowe & Simpson website.

We may also use certain performance tracking tools, such as Google Analytics. Through the use of Google Analytics, we gather information regarding your behaviour and preferences when using our online platform.

### **We collect two types of information from and about our users, including information:**

by which you may be personally identified; and/or

about your internet connection, the equipment you use to access our services and your usage details (i.e. your Internet Service Provider).

### **The information we collect on or through our services may include:**

**User Account information:** Personal information, such as your full name and other information you may provide when you sign up for our newsletter, such as your email; we collect this information in order to verify your identity and provide you with an individualised experience of our services.

**Contact information:** Your contact information, such as email address; we collect this information in order to provide you with access to certain features of our services and to inform you about relevant information concerning your use of our services.

**Preferences:** Your preferences and settings such as time zone and language; we collect this information in order to enhance your user experience.

**Searches and other activities:** The search terms you have looked up and results you selected; we collect this information in order to improve your user experience and provide you with more relevant content and services.

**Browsing information:** How long you used our services, which features you used, etc.; we collect this information in order to analyse the behaviour of our users and improve our services.

## **2. How we gather information from users**

How we collect and store information depends on the pages you are visiting, the activities in which you elect to participate and the services provided. For example, you may be asked to provide information when you register for access to certain portions of our website, request certain features, such as e-mail newsletters. Like most websites, Lowe & Simpson also collect information automatically and through the use of electronic tools that may be transparent to our visitors and Users. For example, we may log the name of your Internet Service Provider.

## **3. What we do with the information we collect**

Similar to other websites, we collect information to enhance your visit and deliver more individualised content. We respect your privacy and do not share your information with anyone, except in cases when that proves necessary.

Aggregate information and information that does not personally identify you, may be used in many ways. For example, Lowe & Simpson may combine information about your usage patterns on the website with similar information obtained from other users to help enhance our site and services (e.g., to learn which pages are visited the most or what features Users find the most attractive). This information does not include any information about you and does not allow anyone to identify you individually. We may use personally identifiable information, collected on the website, to communicate with you about our newsletter; our Terms of Service and Privacy Policy; offered by or through the website; and other topics we think you might find of interest.

For example, you may see certain advertisements on this website or other websites due to the fact that we contract with Google and other similar third parties, to target our advertisements based on the information we or they have collected, including but not limited through automated means, such as cookies.

You may opt out of the automated collection of information by changing your preferences at <http://www.google.com/settings/ads>

## **4. Disclosure**

Lowe & Simpson won't transfer information about you to third parties for the purpose of providing or facilitating third-party advertising to you. We won't sell information about you. We may share your account information with third parties in some circumstances, including: (1) with your consent; (2) to a service provider or partner who meets our data protection standards; (3) when we have a good faith belief it is required by law, such as pursuant to a subpoena or other legal process; (4) when we have a good faith belief that doing so will help prevent imminent harm to someone. If we are going to share your information in response to a legal process, we'll give you notice so you can challenge it (for example by seeking court intervention), unless we're prohibited by law or believe doing so may endanger others. We will object to requests for information about users of our services that we believe are improper. Certain third parties who provide technical support for the operation of our website – our web hosting service for example – may have access to such information.

## **5. Right of consent withdrawal**

You may withdraw your consent for collecting your personal information at any time. To do so, please contact us at [dr@ls-stairs.co.uk](mailto:dr@ls-stairs.co.uk)

## **6. Change or review of information**

If you would like to review, change or delete personal data we have collected from you, please contact us. For more information regarding the termination or deletion of your information, please contact Lowe & Simpson.

## **7. Accessing & correcting your personal information**

We take reasonable steps to accurately record the personal information that you provide to us, as well as any subsequent updates.

We encourage you to review, update, and correct the personal information that we maintain about you. You may request that we delete personal data about you that is inaccurate, incomplete, irrelevant for legitimate purposes, or is being processed in a way which infringes any applicable legal requirements.

## **8. Security: How we protect your information**

We have implemented appropriate measures in the form of various technical, physical and other means, including, but not limited to measures regarding the security of our electronic systems and databases. These means aim at improving the integrity and security of the personal information that we collect and maintain. However, please be advised that even the best security measures cannot guarantee the full elimination of all risks. If we learn of any violation, breach or danger to our security systems breach, then we will attempt to notify you electronically so that timely and appropriate protective steps can be taken. Apart from informing you via e-mail, we may post a notice through the Website if a security breach occurs.

Your personal data safety is of utmost importance to us. We review and strive to improve our security measures on a regular basis.

If we detect a breach of our security measures, which has the potential of harming you as an individual we will notify you without undue delay.

## **9. Controlling your personal data**

Other Users may be able to identify you, or associate you with your account, if you include your personal information in any content you post or make it publicly available.

For more information on how you can control your data shared with us, please see section 4, 5 and 6 of the present agreement.

If you have any questions regarding the ways you can control your personal data, please contact us at [ds@ls-stairs.co.uk](mailto:ds@ls-stairs.co.uk)

## **10. Termination**

As mentioned, you may at any time review or change the personal information we maintain about you by contacting Lowe & Simpson. Upon your request, we will delete your contact information and personal data from our active databases.

This Privacy Policy is effective until terminated by either party. If you no longer agree to be bound by this Privacy Policy, you must cease the use of the Lowe & Simpson website. If you are dissatisfied with Lowe & Simpson, its content, or any of these terms, conditions, and policies, your sole legal remedy is to discontinue using the website.

Lowe & Simpson reserves the right to terminate or suspend your access to and use of the website, or parts of them, without notice, if we believe, in our sole discretion that such use is in violation of any applicable law, or harmful to our interests or the interests of another person or entity, or where Lowe & Simpson has reasons to believe that their use is in violation of this Privacy Policy or the Terms of Use.

### **11. Changes to this policy**

Lowe & Simpson reserves the rights to change this Privacy Policy at any time. Please check this page periodically for changes. Your use of the services after any such amendment or change in the Privacy Policy shall be deemed as your express acceptance to such amended/changed Privacy Policy and an assent to be bound by such changed/amended Privacy Policy. Information collected prior to the time any change is posted will be used according to the rules and laws that applied at the time the information was collected.

### **12. Governing law**

This Privacy Policy and the use of the website are governed by the laws of United Kingdom. The parties undertake to first try to resolve the dispute by negotiation. If the parties fail to reach an amicable resolution through negotiation, Lowe & Simpson agrees to submit the dispute to the competent Court of United Kingdom.

### **13. Copyrights**

The copyrights of our Website are the property of Lowe & Simpson.

Texts, graphics, photographs, animations, videos and clips, visible on the website are the object of copyright and are part of the intellectual property of Lowe & Simpson. Those may not be reproduced, used, presented or represented without an explicit written permission by Lowe & Simpson. Any distribution of files, obtained by the Users under the Terms and Conditions of the Website, or of parts of such files, constitutes a violation of the relevant intellectual property protection laws and is prosecuted by the law.

Nothing contained on this website may be interpreted as granting a license or right of use as a trademark without the prior explicit written consent of Lowe & Simpson.

### **14. Miscellaneous**

Lowe & Simpson is controlled, operated and administered entirely within the United Kingdom.

If you are accessing the Lowe & Simpson website from another jurisdiction, please be advised that you are transferring your personal information to Lowe & Simpson in the United Kingdom and, by using the Website, you consent to that transfer and to abide by the applicable laws concerning your use of the Website and your agreements with us.

This statement and the policies outlined in this Privacy Policy are not intended to and do not create any contractual or other legal rights in or on behalf of any third party.

Lowe & Simpson may provide a translation of the English version of the Privacy Policy into other languages. You understand and agree that any translation of the Privacy Policy into other languages is only for your convenience and that the English version shall govern your rights and responsibilities. In case there are any inconsistencies between the English version of the Privacy Policy and its translated versions, the English version of the Terms shall prevail.

## 15. Contact

If you believe Lowe & Simpson does not adhere to this Privacy Policy, in order to address a question, to resolve a complaint regarding the website or the Lowe & Simpson services, or to receive further information regarding the Services, please contact Lowe & Simpson via email at [dr@ls-stairs.co.uk](mailto:dr@ls-stairs.co.uk)

