

## **PRIVACY POLICY (WEBSITE)**

**REVISED: 04 JANUARY 2022**

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## 1.0 Introduction

This privacy policy sets out how Potter Raper Ltd uses and protects any information that you give the company when you use this website. This includes: questions, queries or feedback you leave, including your email address if you send an email through [www.potterraper.co.uk](http://www.potterraper.co.uk), your IP address, details of which version of web browser you use and information on how you use the site; using cookies and page-tagging techniques to help us improve the website.

Potter Raper are committed to protecting your privacy, should we ask you to provide certain information by which you can be identified when using this website. This helps us to: improve the site by monitoring how you use it; respond to any feedback you send us and provide you with information about Potter Raper. You can be assured that the information will only be used in accordance with this privacy statement. Potter Raper is registered as a Data Controller with the Information Commissioner's Office (ICO), Registration Number: Z7417779.

The Company may change this policy from time-to-time by updating this page. You should check this page from time-to-time to ensure that you are happy with any changes.

## 2.0 What we collect

We may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information such as postcode, preferences and interests

## 3.0 What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our services.
- We may periodically send invitations to events or emails with our news/updates or other information which we think you may find interesting using the email address which you have provided.
- From time-to-time, we may also use your information to contact you for market research purposes. We may contact you by email, telephone or mail. We may use the information to customise the website according to your interests.

## 4.0 Keeping your data secure

Transmitting information over the internet is generally not completely secure. We cannot guarantee the security of your data. Any data you transmit is at your own risk. We have procedures and security features in place to try to keep your data secure once we receive it. We will not share your information with any other organisations for marketing, market research or commercial purposes, and we will not pass on your details to other websites.

## 5.0 Disclosing your information

We may pass on your personal information if we have a legal obligation to do so, or if we have to enforce or apply our terms of use and other agreements.

## 6.0 Your rights

You can find out what information we hold about you, and ask us not to use any of the information we collect.

## 7.0 Links to other websites

[www.potterraper.co.uk](http://www.potterraper.co.uk) contains links to and from other websites. This privacy policy only applies to this website, and does not cover any sites we link to. If you go to another website from this one, read the privacy policy on that website to find out what it does with your information.

## 8.0 How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web pages traffic and improve our website in order to tailor it to our Clients' needs.

We only use this information for statistical analysis purposes and the data will subsequently be removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not.

A cookie in no way gives us access to your computer and or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you decline cookies, this may prevent you from taking full advantage of the website.

## 9.0 Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

For further information on our services call: Tel: 020 8658 3538



(Signature)

**GRAHAM POTTER**  
(Name)

**DIRECTOR, POTTER RAPER**  
(Position and Company Name)

**04 JANUARY 2022**  
(Date)