



signs - printing - lighting

216-222 Luton Road, Chatham, Kent, ME4 5BS

Tel: 01634 841300 Fax: 01634 841420

PRIVACY NOTICE

Avenue Signs is aware of its obligations under the General Data Protection Regulation (GDPR). We are committed to ensure that we use your data responsibly and your privacy is protected. This privacy notice sets out how Avenue Signs Ltd may use information obtained on this site.

We may change this notice from time to time by updating this page; therefore you should check this page every so often to ensure that you are happy with any changes.

What we collect

We may collect the following information:

- contact details including email address, telephone number, name
- demographic information
- log files

What we do with the information we gather

We require this data to understand your needs and provide you with information that you have requested from us. We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided. You may opt out of receiving communication from us at any time.

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. We will not disclose information about you to any third party without your permission. We will take all reasonable precautions to prevent loss, misuse or alteration of information you give to us.

Log Files

These files log visitors when they visit websites. All hosting companies do this and a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

How we use cookies

A "cookie" is a small element of data that a web site can store on your system. Avenue Signs Ltd use cookies throughout the site to improve the user experience. The data stored within this cookie contains no personal information about you.

Cookies are used to track the source of a visitor, their session on the website (to associate multiple page views to one visit) and whether they are a new or returning visitor. Most web browsers automatically accept cookies but, if you wish, you can set your browser to prevent it from accepting cookies. The 'help' portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether.

Sometimes we use third-party cookies to track our online advertising activity and your response to this. This technology uses non-personal information about your visits to our site and the sites upon which we advertise, in order to deliver relevant advertisements and for us to learn which banner adverts bring users to our website. The information collected and used in this instance is not personally identifiable. The cookies we use do not detect any information that is stored on your computer. For more information about cookies and how to stop cookies being installed, visit the following website: www.allaboutcookies.org.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy notice. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you complete a contact form on our website indicate in the additional comments or message box that you do not want the information to be used by anybody for direct marketing purposes.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@avenuesigns.co.uk.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the GDPR by emailing info@avenuesigns.co.uk in order to correct, update or delete information from our records.