

**Effective Date: 14th February 2024**

Welcome to Hereward Security Solutions Limited (hereafter referred to as "Hereward Security", "we", "us", or "our"). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy or our practices regarding your personal information, please contact us at [support@herewardsecurity.co.uk](mailto:support@herewardsecurity.co.uk)].

This privacy policy applies to all information collected through our website ([www.herewardsecurity.co.uk](http://www.herewardsecurity.co.uk)), and/or any related services, sales, marketing, or events (we refer to them collectively in this privacy policy as the "Services").

By using our Services, you agree to the collection and use of information in accordance with this policy. If you do not agree with our policies and practices, your choice is not to use our Services.

## 1. Information We Collect

We collect personal information that you voluntarily provide to us when expressing an interest in obtaining information about us or our products and services, when participating in activities on the Services, or otherwise contacting us.

### Personal Information You Disclose to Us

The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- **Contact Data.** We collect your first and last name, email address, postal address, phone number, and other similar contact data.
- **Credentials.** We collect passwords, password hints, and similar security information used for authentication and account access.

### Information Automatically Collected

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

## 2. How We Use Your Information

We use your information collected via our Services for a variety of business purposes described below:

- To facilitate account creation and logon process.
- To send administrative information to you.
- For our business purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and to evaluate and improve our Services, products, marketing, and your experience.

### 3. Sharing Your Information

We may share your information with third parties in the following situations:

- **Vendors, Consultants, and Other Third-Party Service Providers.** We may share your data with third-party vendors, service providers, contractors, or agents who perform services for us or on our behalf and require access to such information to do that work.
- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

### 4. Your Privacy Rights

You have certain rights regarding the information we collect about you. These may include the right (i) to request access and obtain a copy of your information, (ii) to request rectification or erasure; (iii) to restrict the processing of your information; and (iv) if applicable, to data portability.

### 5. Updates to This Policy

We may update this privacy policy from time to time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible. We encourage you to review this privacy policy frequently to be informed of how we are protecting your information.

### Contact Us

If you have questions or comments about this policy, you may contact us at [support@herewardsecurity.co.uk](mailto:support@herewardsecurity.co.uk)

Thank you for choosing Hereward Security Solutions Limited.