



## Privacy Policy

Updated May 2018

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S4B Document Solutions ("We") are committed to protecting and respecting your privacy. We will comply with all applicable requirements of the Data Protection Legislation. This policy is in addition to, and does not relieve, remove or replace, our obligations under the Data Protection Legislation. This policy (together with our Terms & Conditions and any other documents referred to on it) sets out the basis on which any Personal Data we collect from you, or that you provide to us (whether through our website or otherwise), will be processed by us. It also sets out the scope, nature and purpose of processing. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.s4b-group.co.uk](http://www.s4b-group.co.uk) you are accepting and consenting to the practices described in this policy.

Any reference to Data Protection Legislation in this policy means (i) unless and until the GDPR is no longer directly applicable in the UK, the General Data Protection Regulation ((EU) 2016/679) and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK and then (ii) any successor legislation to the GDPR or the Data Protection Act 1998.

Data Controller, Data Processor and Personal Data have the meanings as defined in the Data Protection Legislation.

For the purpose of the Data Protection Legislation, the data controller is S4B Document Solutions whose registered office address is at 5, East Park, Crawley, West Sussex. RH10 6AN.

### 1. WHAT INFORMATION DO WE COLLECT?

We may collect, store and use the following kinds of personal data:

- Information about your computer and about your visits to and use of our website (including your IP address, geographical location, browser type, referral source, length of visit and number of page views)
- Information relating to any transactions carried out between you and us on or in relation to our website, including information relating to any purchases you make of our goods or services.
- Information that you provide to us for the purpose of registering with us (including title, forename, surname, postal address, postcode, email address, telephone numbers including mobile phones and employment status)
- Information that you provide to us for the purpose of subscribing to any of our services, email notifications and/or newsletters (including title, forename, surname, postal address, postcode, email address, telephone numbers including mobile phones)
- Any other information that you choose to send to us.



## 2. COOKIES

Most browsers allow you to refuse to accept cookies. (A cookie consists of information sent by a web server to a web browser and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser. We may use both “session” cookies and “persistent” cookies on the website. We will use the session cookies to: keep track of you whilst you navigate the website. We will use the persistent cookies to: enable our website to recognise you when you visit. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date. We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about our website use by means of cookies, which are stored on users’ computers.

The information generated relating to our website is used to create reports about the use of the website. Google Analytics will store this information.

A copy of Google’s Privacy Policy can be viewed at: [www.google.com/privacy](http://www.google.com/privacy). example, in Internet Explorer you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector.) This will, however, have a negative impact upon the usability of many websites including this one.

## 3. USING YOUR PERSONAL DATA

Personal data submitted on our website or collected over the telephone or via e-mail will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- Administer the website;
- Improve your browsing experience by personalising the website;
- Enable your use of the services available on the website;
- Send you general (non-marketing) commercial communications;
- Send you email notifications which you have specifically consented to;
- Send to you our newsletter and other marketing communications relating to any of our businesses which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications)
- Provide third parties with statistical information about our users – but this information will not be used to identify any individual user;
- Deal with enquiries and complaints made by or about you relating to the website.
- We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing.
- Hold your data for the minimum time required or until you request it to be deleted.



#### **4. DISCLOSURES**

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose information about you:

- To the extent that we are required to do so by law;
- In connection with any legal proceedings or prospective legal proceedings;
- In order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and
- To the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling.
- Except as provided in this privacy policy, we will not provide your information to third parties.

#### **5. SECURITY OF YOUR PERSONAL DATA**

We will ensure that we have in place appropriate technical and organisational measures, reviewed and approved by us regularly, to protect against unauthorised or unlawful processing of Personal Data and against accidental loss or destruction of, or damage to, Personal Data, appropriate to the harm that might result from the unauthorised or unlawful processing or accidental loss, destruction or damage and the nature of the data to be protected, having regard to the state of technological development and the cost of implementing any measures (those measures may include, where appropriate, pseudonymising and encrypting Personal Data, ensuring confidentiality, integrity, availability and resilience of our systems and services, ensuring that availability of and access to Personal Data can be restored in a timely manner after an incident, and regularly assessing and evaluating the effectiveness of the technical and organisational measures adopted by us).

We will store all the personal information you provide on our secure (password- and firewall- protected) servers. We will ensure that all personnel who have access to and/or process Personal Data are obliged to keep the Personal Data confidential.

Of course, data transmission over the internet is inherently insecure, and as such we cannot guarantee the security of data transmitted over the internet.

We will not transfer any Personal Data outside of the European Economic Area unless the following conditions are fulfilled:



- we and the Provider have provided appropriate safeguards in relation to the transfer;
- you have enforceable rights and effective legal remedies;
- the Provider complies with its obligations under the Data Protection Legislation by providing an adequate level of protection to any Personal Data that is transferred; and
- the Provider complies with reasonable instructions notified to it in advance by us with respect to the processing of the Personal Data.

We will ensure we comply with our obligations under the General Data Protection Regulation with respect to security, breach notifications, impact assessments and consultations with supervisory authorities or regulators.

We will notify you without undue delay on becoming aware of a Personal Data breach; At your written direction, we will delete or return Personal Data and copies thereof to you unless required by Applicable Law to store the Personal Data.

We will maintain complete and accurate records and information to demonstrate our compliance with this policy.

## **6. GOOGLE ADWORDS AND REMARKETING**

S4B Document Solutions uses all features of Google Analytics for Display Advertisers. That includes obtaining specific visitor cookie data, such as the source, medium and keyword used to visit our website. Google Analytics does not store any visitor specific data and we will not use visitor specific data in any way related to Google Analytics, Google AdWords and Remarketing.

S4B Document Solutions uses remarketing with Google AdWords and Google Analytics to display content specific advertisements to visitors that have previously visited our site when those visitors go to other websites that have the Google Display Network implemented.

S4B Document Solutions and other third-party vendors, including Google use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on visitor's past visits to our website.

When creating remarketing lists, we can't use any sensitive information about users. This includes information such as their financial status, sexual orientation, and other sensitive categories.



As AdWords advertisers, we are restricted from and will not perform the following actions:  
(a) Running ads that collect Personally Identifiable Information (PII) including, but not limited to, email addresses, telephone numbers and credit card numbers

b) Creating a remarketing list or creating ad text that specifically targets users in ways that are outlined as “prohibited”.

Visitors can opt out of Google Analytics for Display Advertisers and opt out of customised Google Display Network ads by visiting the Ads Preferences Manager.

<https://adssettings.google.com/authenticated>

Definitions : “User” means a unique instance of a browser, application or similar technology. “User Cookie” means the User identifier (of which a cookie is one example) associated with a User for remarketing or similar audiences.

“Remarketing Lists” means a list of User Cookies created or otherwise obtained by you and used in connection with remarketing or similar audiences. “Similar Audiences Lists” means a list of Users created by Google based on a Remarketing List for use in connection with similar audiences. “Properties” means properties or content on which advertisements are shown

## 7. HOTJAR

We use [Hotjar](#) in order to better understand our users’ needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don’t like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users’ behaviour and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. You can opt-out to the creation of a user profile, Hotjar’s storing of data about your usage of our site and Hotjar’s use of tracking cookies on other websites by following this [opt-out link](#).



## **8. POLICY AMENDMENTS**

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes. We may also notify you of changes to our privacy policy by email.

## **9. YOUR RIGHTS**

The Act gives you the right to instruct us to provide you with any personal information we hold about you. Provision of such information will be provided electronically within a maximum of 30 days.

You may instruct us not to process your personal data for marketing purposes by email at any time. (In practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal data for marketing purposes.)

## **10. THIRD PARTY WEBSITES**

The website may contain links to other websites. We are not responsible for the privacy policies or practices of third party websites

## **11. CONTACT**

If you have any questions about this privacy policy or our treatment of your personal data please contact us at: S4B Document Solutions, Unit 1, Jubilee Centre, Charlwoods Road, East Grinstead, West Sussex, RH19 2HL. Tel: 01342 326806 or E.-mail [admin@s4b-group.co.uk](mailto:admin@s4b-group.co.uk)



## 12. YOUR DETAILS/ UPDATING INFORMATION

Mr / Mrs / Other \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_

Company Name \_\_\_\_\_

Address Line 1 \_\_\_\_\_

Address Line 2 \_\_\_\_\_

Town \_\_\_\_\_ County \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Date Completed \_\_\_\_\_

Here at S4B Document Solutions we take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us.

However, from time to time we would like to contact you with details of other products or services we can provide and a quarterly newsletter. If you consent to us contacting you for this purpose, please tick to say how you would like us to contact you:

Post  Email  Telephone  Email Newsletters

However, if you do not want your information held by S4B Document Solutions for future use, ***once we have completed any work on your behalf***, you have the right under the new General Data Protection Rules (GDPR) to have your details removed. Please tick the relevant box for us to action

Please add my details as above

I'm already a Client, but please update my details as above

Please remove my details completely  - *we will be sorry to see you leave!*

Please complete the details above and e-mail to [admin@s4b-group.co.uk](mailto:admin@s4b-group.co.uk) for updating