

Privacy Policy

About Us and this Policy

Who we are and how to get in touch

Endpoint IT Ltd is a Management and IT Consultancy company.

This Privacy Policy explains when we collect data about you, what we collect, why we collect it, who we share it with, where it is processed, how we handle it and what your choices and legal rights are.

For further information about our Privacy Policy or our processing of data about you, please contact us by either of the following methods:

Post:

Data Protection Officer

10 Harebell Road

Attleborough

NR17 1fa

Data Collection

What data we collect about you

This section explains what data we collect about you and the sources of this information. We may combine data we receive from any of these sources. For example, we may process together information we have collected from you, and your visits to our website, for the purposes explained in this Privacy Policy.

Data You Provide

You may provide us with certain information directly, including:

Account information: We ask you to provide information such as your name, date of birth, gender, email address, country, address and password.

Customer Services: If you contact us for assistance we may ask you to provide information about you (such as your name and contact details) and the nature of your query, and you may choose to send further communications about your query. We may record calls you make to Endpoint IT Ltd and other customer service teams

Other: We may ask you to provide information if you participate in market research surveys, beta and other user testing research, competitions, promotions or events or agree to receive marketing information from us

Please make sure that any personal details which you provide are accurate and current. We will send any important information relating to your account to you using the contact information you provide (including account security and data protection notices). Let us know if there are any changes. Always obtain consent first before giving us anyone else's personal information.

Websites, Marketing and Advertising

Each time you visit our websites or receive and interact with our marketing communications and advertising on our and third party websites and services, we may automatically log your activity on web, advertising and marketing servers managed by us or by a third party on our behalf

For example, we may receive:

Online identifiers usually stored in cookies on your device

Other tracking data, such as tracking pixels and browser configuration details (e.g. browser type, list of installed plugins and list of installed fonts)

Information about the content, marketing communications and advertisements you view and interact with.

Data Use

How we use the data we collect

This section explains how we may use the data we collect about you. We may use data combined from any of the sources explained in the 'Data Collection' section of this Privacy Policy. For example, we may process together information we have collected from you, and your visits to our website, for the purposes explained in this Privacy Policy.

Services

We (and affiliates and third parties operating on our behalf in accordance with our instructions) may use your information to provide the services you have requested - for example, in order to maintain your account, process your purchases and/or carry out credit and anti-fraud checks.

We may personalise the services we provide to you based on the combined data we have collected about you (for instance, we may use your IP address to display content relevant for your area).

Development

We use the data we collect to understand, improve and enhance our existing products and services and your experiences using them, and to help develop new ones. For example, we may use the data to optimize user interfaces, for bug and error fixing. We may also use the data to plan and improve our business operations, and to produce anonymous statistical reports.

Moderation and Safety

We reserve the right in our sole discretion to monitor and record your online activity and communication on our website and social media posts, and to remove and/or delete any content.

Legal and Compliance

We may use the combined data we collect for auditing, compliance and legal purposes (for example, making or defending claims or activities that are required by law).

Marketing and Advertising

We may target and personalise our marketing communications, purchase recommendations and adverts that we display on our and third party websites and services based on the combined data we have collected about you.

You are responsible for any content you share on forums, communities, chat and messaging features and this content will be accessible to others.

We recommend you consider carefully with whom you share your information. Avoid sharing your contact information with others.

Data Sharing and Transfers

Who we share data with and where

This section explains how we may share the combined data we collect with third party vendors and partners.

Services

We may share the combined data we collect with third party vendors and partners that provide services to us to support the services and products that you use. For example, we may share your payment details to banks and other financial and anti-fraud organisations in order to complete your purchase, obtain payment and carry out credit and anti-fraud checks.

Legal and Corporate

We may share the combined data we collect:

To defend legal claims or exercise legal rights

With our service providers processing data on our behalf

With our professional advisors dealing with, for example, legal, tax, audit or accounting matters

During negotiations for and following conclusion of a sale of all or part of our business

Government Authorities

We may share your information with police and other government authorities if we believe that it is reasonably necessary to comply with a law, regulation, or legal process, to detect, protect and enforce the safety of any person, their property or their rights, to address fraud and security and report criminal activity. The majority of the cases in which we have shared information with police and government authorities concern their investigations into stolen devices or unauthorised use of payment methods.

International Transfers

Your information may be processed, stored and transferred outside your country of residence and beyond the European Economic Area (EEA) where we are located for the

purposes set out in this Privacy Policy. Data protection laws in these countries may not offer the same level of protection as in your country or the EEA and you may have fewer legal rights in relation to your information. We ensure there are adequate safeguards in place when transferring your data outside your country and the EEA, including by relying on Privacy Shield, Model Clauses or other lawful mechanisms or otherwise that the transfer only occurs where permitted by applicable law.

Data Handling and Your Choices

How we store your data and your rights

Storage

We keep the data that we collect about you for as long as necessary for the purposes set out in this Privacy Policy. In general, we will retain information that is associated with your account or until you close your account. Even following account closure, please be aware that the data that we collect about you may still be retained for legal, accounting, business continuity (backup), anti-fraud and community reasons.

Security

Please keep any passwords and passcodes for your devices and accounts safe and do not disclose them to anyone else. You should contact Endpoint IT Help and Support (or another customer services team) immediately if you become aware of any unauthorised use of your account or other security breach.

Children's Data

You must be at least 18 years old to create an account for Endpoint IT.

Your Choices and Rights

If you are a user of our services, you can access, correct, and modify some of the personal information that you have provided to.

You have the right to request a copy, rectification, erasure or blocking of your personal information and to object to our processing of your personal information in certain situations. You can exercise these rights by contacting us via the Contact Us section of the website (www.endpoint-it.co.uk).

Complaints

If you have a concern about our handling of your personal information, please get in contact with us first so we can try to resolve your query using the details in the 'About Us and this Policy' section of this Privacy Policy.

If however you feel we have not dealt with your concern and that we are failing to meet our legal obligations, you can report this to your local data protection regulator or the Information Commissioner's Office ("ICO") in the United Kingdom. More information on reporting a concern to the ICO can be found at <https://ico.org.uk/>.