



At Adroitis Accounting Ltd we are aware of the trust you place in us when you use our services and it is our responsibility to protect your information.

This notice describes who we are, why we need to collect your information and how we will use it.

We will tell you who we share your information with and how we use it to improve the service we provide to our clients.

Privacy Policy

Your right to privacy is important to us.

We are keen to strike a fair balance between your personal privacy and ensuring you obtain full value from the internet and other products and services we may be able to market to you.

A more detailed explanation about how we safeguard your personal information is described below. If you have any questions, please contact us at privacy@adroitis.co.uk

Resale or disclosure of information to third parties

We will not sell or pass on any personal information to third parties.

Use of cookies

Remarketing

We use Remarketing on the Adroitis Accounting Ltd website. Remarketing is a way for us to connect with users, based upon your past interactions with the website. Third-party marketing vendors may be used by us to perform remarketing services. As a result, third-party vendors, including Google, may show our adverts on sites on the internet. Third-party vendors, including Google, use cookies to serve adverts based on a user's prior visits to the Adroitis Accounting Ltd website.

To find out more about how Google uses any data it collects please visit http://www.google.com/privacy_ads.html.

Any information collected is used only for remarketing purposes and will not be used by them for any other purpose.

Session Information collected

Web statistics such as IP address and duration of session are collected purely to allow us to assess the use of this site and implement improvements.

Email lists

Adroitis Accounting Ltd maintains mailing lists for keeping our customers and interested parties informed about the products and services we offer, as well as passing on valuable web promotion tips and news. Requesting tips and guides from our web pages automatically joins a customer to our mailing list. Other interested parties must request to join through our website. Individuals email addresses on the mailing list are kept hidden from all other users on the list. Only authorised Adroitis Accounting Ltd staff have access to information on our mailing list.

Opt Out options

Our mailing lists are not high traffic and contain valuable information for our customers. All emails sent to our mailing list contain a link to automatically opt out from receiving future mails. Alternatively send an email to privacy@adroitis.co.uk to be manually removed.

Updating information

If you need to update information you have provided to Adroitis Accounting Ltd, please send an email to privacy@adroitis.co.uk

Effective Date

This policy was put into effect on 18th February 2018

Applicability

This policy only covers Adroitis Accounting Ltd's website. Links within this site to other websites are not covered by this policy.

Cookies Notice

A cookie is a small data file that can be transferred by a web server onto your computer's hard drive when you visit a website. The information stored in a cookie can be read by the web server and is used to allow a website to recognise your computer when you revisit a website or browse from page to page of a website. Only the web server that sent the cookie can read and therefore use that particular cookie.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about 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 will store this information. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

Cookies can help a website arrange content to match users preferred interests more effectively and/or avoid the need for users to re-enter data when they revisit a website. Cookies are commonly used on the internet and do not harm your computer or computer files.

We use cookies on the Website for our own internal purposes to track how users navigate through the Website in order to enable us to evaluate and improve the Website and our online services. We use cookie derived information to:-

- compile statistical data on the use of the Website which can be used to manage and plan enhancements to our services,
- facilitate users' ability to navigate the Website,
- ascertain whether the Website is operating at an optimal level,
- personalise and improve the service we offer to you by understanding your preferences and establishing which areas of the

Website are of most relevance to you.

We also use cookie technology to ensure that, where you have registered for any of our online services, we maintain your confidentiality and security as you move through secure or password protected areas of the Website.

In addition, to evaluate the effectiveness of our advertisements and promotions on selected third party websites, we may (together with the third party agents who help manage our online advertising) use cookies to measure response rates to our advertisements and promotions.

We do not use cookies to track your use of the Internet after leaving the Website, nor will we pass on any cookie-derived information to third parties other than as set out in this Cookie Statement. We may collate the statistical data compiled in respect of use of the Website with statistical data similarly compiled in respect of other websites operated by Adroitis Accounting Ltd in order to facilitate companywide evaluation and improvements.

What is the nature of the cookie-derived information we collect?

When you visit the Website, our server will record your IP address, the date, time and duration of your visit and which areas of the Website you visit. Your IP address is an assigned number allocated to your browser when you log on to the internet which acts as the 'address' of your computer whilst you are online and enables web servers to locate and deliver content to you. It is usually allocated on a temporary basis, i.e. for the duration of your session online.

Cookie-derived information is anonymous and represents a computer rather than a person. You cannot be personally identified from it and we use it solely on an anonymous, aggregated basis.

Use of web beacons

Some of our web pages may contain electronic images known as web beacons (sometimes known as clear gif's) that allow us to count users who have visited these pages. Web beacons collect only limited information, which includes a cookie number, time and date of the page viewed and a description of the page on which the web beacon resides. We may also carry web beacons placed by third party advertisers. These beacons so not carry any personally identifiable information and are only used to track effectiveness of a particular campaign.

Can I decline to accept cookies?

You are not obliged to accept a cookie that we (or any other web server) send to you. Most browsers accept cookies automatically, but you can modify the settings in your browser to turn off this feature. However, cookies are integral to some areas of the website and to certain parts of our online services, so if you do not chose to accept cookies from us, you may not be able to utilize some areas of the website and we may not be able to provide certain online services to you.

How do I modify my browser to turn off ("disable") the cookie acceptance feature?

If you would like to accept or decline cookies, you can find help about modifying your browser by visiting www.aboutcookies.org.

Governing Law and Jurisdiction

This Privacy Policy is governed by the law of England and Wales and subject to the jurisdiction of the courts of England and Wales.