

# Updata Privacy Policy

This privacy policy will explain how Updata Ltd and Updata Inc uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
- How to manage your cookies
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

## What data do we collect?

Updata collects the following data:

- Personal identification information (Name, email address, phone number, etc.)

## How do we collect your data?

You directly provide Updata with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email or chat to us on our site.
- Use or view our website via your browser's cookies.

## How will we use your data?

Udata collects your data so that we can:

- Process your order, manage your account.
- Email you with special offers on other products and services we think you might like.

When Udata processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

## How do we store your data?

Udata securely stores your data with salesforce

## Marketing

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Udata from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please email [ta@update.co.uk](mailto:ta@update.co.uk)

## What are your data protection rights?

Udata would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** - You have the right to request Udata for copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** - You have the right to request that Udata correct any information you believe is inaccurate. You also have the right to request Udata to complete information you believe is incomplete.

**The right to erasure** - You have the right to request that Udata erase your personal data, under certain conditions.

**The right to restrict processing** - You have the right to request that Udata restrict the processing of your personal data, under certain conditions.

**The right to object to processing** - You have the right to object to Udata processing of your personal data, under certain conditions.

**The right to data portability** - You have the right to request that Udata transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [ta@updata.co.uk](mailto:ta@updata.co.uk)

Or write to us: - Udata Ltd, 7 Bell Yard, London, WC2A 2JR

## What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information , visit [allaboutcookies.org](http://allaboutcookies.org).

## How do we use cookies?

Udata uses cookies in a range of ways to improve your experience on our website , including:

- Keeping you signed in
- Understanding how you use our website
- Ordering our products

## What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- **Functionality** - Our Company uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** - Our Company uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address

## How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

## Privacy policies of other websites

The Our Company website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## Changes to our privacy policy

Our Company keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 15 Sep 2020.

## How to contact us

If you have any questions about Our Company's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [ta@updata.co.uk](mailto:ta@updata.co.uk)

Or write to us: - Updata Ltd, 7 Bell Yard, London, WC2A 2JR

## How to contact the appropriate authority

Should you wish to report a complaint or if you feel that Our Company has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office. - <https://ico.org.uk/>