



## **Privacy Policy**

**[www.optixcreative.co.uk](http://www.optixcreative.co.uk)**

At Optix Creative, we are committed to safeguarding and preserving the privacy of our visitors, clients and associates. This Privacy Policy explains what happens to any personal data that you provide to us, or that we collect from you whilst you visit our site. This Policy is reviewed and updated from time to time, so please do review this Policy regularly.

### **Information We Collect**

In running and maintaining our website we may collect and process the following data about you:

1. Information about your use of our site including details of your visits such as pages viewed and the resources that you access. Such information is purely statistical and may include traffic data, location data and other communication data, but cannot be used to identify you personally.
2. Information provided voluntarily by you (For example, when you register for information or make a purchase.)
3. Information that you provide when you communicate with us by any means.

### **Use of Cookies**

Cookies provide information regarding the computer used by a visitor. We may use cookies where appropriate to gather information about your computer in order to assist us in improving our website.

We may gather information about your general internet use by using the cookie. Where used, your permission will be sought to allow the use of these cookies. If you allow cookies, they will be downloaded to your computer and stored on the computer's hard drive. Any information gathered via the use of cookies, or indeed otherwise, will not identify you personally. It is purely statistical data and as such cannot be used to identify you. This statistical data does not identify any personal details whatsoever

You can adjust the settings on your computer to decline any cookies if you wish. This can easily be done by activating the reject cookies setting on your computer. If you choose not to allow cookies, certain features of our website may not work correctly. If you experience any problems with the use of the Optix Creative website through denying the use of cookies, please do not hesitate to contact us to alert us to the issue.

Our advertisers may also use cookies, over which we have no control. Such cookies (if used) would be downloaded once you click on advertisements on our website. We do not accept any liability for any action or consequence whatsoever, either through viewing advertisements on our website or through the use of any advertiser's own websites.

### **Use of Your Information**

We use the information that we collect from you to provide our services to you. In addition to this, we may use the information for one or more of the following purposes:

1. To provide information to you that you request from us relating to our products or services.

2. To provide information to you relating to other products that may be of interest to you. Such additional information will only be provided where you have consented to receive such information.
3. To inform you of any changes to our website, services or goods and products.
4. If you have previously purchased goods or services from us we may provide to you details of similar goods or services, or other goods and services, that you may be interested in.

Where your consent has been provided in advance we may allow selected third parties to use your data to enable them to provide you with information regarding unrelated goods and services which we believe may interest you. Where such consent has been provided, it can be withdrawn by you at any time.

### **Storing Your Personal Data**

In operating our website it may become necessary to transfer data that we collect from you to locations outside of the European Union for processing and storing. By providing your personal data to us, you agree to this transfer, storing or processing. We do our utmost to ensure that all reasonable steps are taken to make sure that your data is treated and stored securely.

Unfortunately the sending of information via the internet is not totally secure and on occasion such information can be intercepted. We cannot guarantee the security of data that you choose to send us electronically. Sending such information is entirely at your own risk.

### **Disclosing Your Information**

We will not disclose your personal information to any other party other than in accordance with this Privacy Policy and in the circumstances detailed below:

1. In the event that we sell any or all of our business to the Buyer.
2. Where we are legally required by law to disclose your personal information.
3. To assist in fraud protection and reduce the risk of fraud.

### **Third Party Links**

We include various links to third parties on this website. Where we provide a link, it does not mean that we endorse or approve that site's policy towards visitor privacy. You should review their privacy policy before sending them any personal data. We do our utmost to make sure any third party websites are safe, however third party websites are not within our control and as such we do not accept any liability for any action or consequence that may arise through the use of third party websites.

### **Access to Information**

In accordance with the Data Protection Act 1998 you have the right to access any information that we hold relating to you. Please note that we reserve the right to charge a fee of £10 to cover costs incurred by us in providing you with the information.

### **Contacting Us**

Please do not hesitate to contact us regarding any matter relating to this Privacy Policy at Optix Creative, 26 Oaktree Meadow, Horncastle, Lincolnshire, LN9 5PG, or by email at [support@optixcreative.co.uk](mailto:support@optixcreative.co.uk), or by telephone on (07709) 808859.

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