



## PRIVACY POLICY 2018

### WHO WE ARE

At Dovetail Group (UK), we are committed to maintaining the trust and confidence we have built over the years with our customers both old and new, we want to make it 100% clear that we will never sell, rent or trade email lists and/or your personal data with any other company for any reason. We value you greatly as a contact and a friend to Dovetail Group (UK). We've created this Privacy Policy in-line with GDPR regulations and PECR, this isn't to protect us and fill your head with jargon, we're looking at this process as a way of increasing our transparency and trust by providing you with detailed information on when and why we collect and hold your personal information, how we use it and how we keep it secure. If for any reason you ever need further information or don't understand anything we have set out in our privacy policy then we are more than happy to have a conversation personally via telephone or email, our contact details can be found at [www.dovetailgroupuk.co.uk/contact](http://www.dovetailgroupuk.co.uk/contact).

### TYPE OF DATA WE COLLECT

#### Website Cookies

Our website uses Cookies to collect information for internal use only to improve how users use our website, the information collected provides us with information on pages looked at and the amount of time spent on each page. This information is never sold, rented or traded and is for internal use only.

#### Google Analytics

When someone visits [www.dovetailgroupuk.co.uk](http://www.dovetailgroupuk.co.uk) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.



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### Mailing Lists

Through our website, you have the chance to subscribe to our mailing lists, again we would like to stress that this information is never sold, rented or traded. The information we collect is your email address, name and sometimes telephone number. We use that information for a couple of reasons: to keep you informed and updated on the goings on at Dovetail Group (UK), to provide you with details on offers and services we provide via a newsletter and then to check every now and then that you're happy and satisfied with us holding and using your data. Again, we never sell, rent or trade your data and we never will.

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer William Fisher on [william@dovetailgroupuk.co.uk](mailto:william@dovetailgroupuk.co.uk)

### ACCESS YOUR PERSONAL INFORMATION

You are entitled to view, amend or delete the personal information that we hold at any time. You can email your request to our data protection officer, William Fisher on [william@dovetailgroupuk.co.uk](mailto:william@dovetailgroupuk.co.uk)

### CHANGES TO THIS PRIVACY NOTICE

We will be reviewing our privacy policy at least once a year and/or when we add any additional ways we would hold your data. We will always keep you updated as to when this happens.