

Privacy Policy

Last updated 14 May 2020

Eternal Elevators Ltd is committed to respecting the privacy rights of visitors to its website. This privacy policy explains how we collect, store and use personal data about you in connection with your use of the website at <https://www.eternalelevators.co.uk/> (the “Website”).

It provides you with details about the types of personal data that we collect from you, how we use your personal data and the rights you have to control our use of your personal data.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

This policy applies regardless of how the Website is accessed and will cover any technologies or devices by which Eternal Elevators Ltd make the Website available to you.

Please read this privacy policy carefully. If you do not want your data to be used as set out in this privacy policy, you should not use this Website.

Who we are

Eternal Elevators Ltd operates <https://www.eternalelevators.co.uk/>.

We respect your right to privacy and will only process personal data you provide to us in accordance with General Data Protection Regulation (GDPR) and all other applicable privacy laws.

If you have any questions about how we collect, store and use personal data, or if you have any other privacy-related questions, please [contact us](#).

What data do we collect?

When you make an enquiry or place an order on the Eternal Elevators Ltd Site, we will ask you to input and we will collect personal information such as your name, email address and telephone number. Other information relevant to customer surveys and/or offers may also be requested.

We collect this data to:

- Understand your requirements and provide you with more information about the product(s)/service(s) you have requested.
- Your information may also be stored in a CRM system for internal record keeping from quoting and/or becoming a customer.
- We may also use the information to improve products and services.
- We may contact you by email or phone.
- We may use the information to customise the website according to your interest.

We also gather statistical and other analytical information on an aggregate basis of all visitors to our website. The data comprises information that cannot be used to identify or contact a user, such as demographic information, for example

- User IP addresses
- Browser types
- Anonymous statistical data involving the use of our website

This information is solely used to gain a more informed understanding of how our website is being used and how can we improve our customer experience.

How we use your data

- We use your personal information solely to process your requirements.
- We do not sell, rent or exchange your personal information with any third party for commercial reasons.
- We follow strict security procedures in the storage and disclosure of information which you have given us, to prevent unauthorised access in accordance with the General Data Protection Regulation (GDPR).

How you can control the information you give us

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form on the website, you will be asked to confirm you have read our Terms and Conditions which includes details on the data we collect and how we use it.

By confirming you have read our Terms and Conditions, you give us consent to use your personal details to process your order and complete administration on the website.

You will NOT receive marketing communications from Eternal Elevators Ltd unless you provide consent.

You can opt-in to receive a newsletter with our latest events and promotions, by providing your name and email in our Subscribe form. You may change your mind at any time by clicking UNSUBSCRIBE on a newsletter.

You can request to correct, amend or delete information we hold about you by [contacting us](#). Unless it is prohibited by law, we will remove any Personal Information about you, from our servers at your request. There is no charge for an individual to update their Personal Information.

You may request details of personal information which we hold about you. If you would like a copy, please [contact us](#).

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

You have the right to withdraw consent for us holding your data any time. Please write to or email us at the above address. We will promptly delete your personal information from our systems (the only exception to this being our compliance to legal obligations; please see below)

How long your data is stored

Eternal Elevators Ltd will retain personal data for the following reasons:

- Data that is required to process your requirements. This will be held on our systems for a seven-year period following completion for our tax records.
- For legitimate business interests (as defined in purposes and legal basis of the processing). Data that is no longer deemed necessary will be deleted from our system.

When personal data is deemed no longer necessary, it will be removed and deleted in a correct manner.

Protecting your data

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We are committed to ensuring that your information is secure.

In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

If a data breach has occurred which compromises your personal data, you will be informed within 72 hours of first having become aware of the breach.

Third party services

Google Analytics

When someone visits this Site 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. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

The data collected by Google Analytics is deleted after 3 years.

E-newsletter

We use a third party provider, Mailchimp, to deliver e-newsletters. We gather statistics around email opening and clicks using industry standard technologies including clear gifs to help us monitor and improve our e-newsletter. For more information, please see Mailchimp's Privacy Policy.

Cookie Information

Cookies are small files that are stored on your computer when you visit most websites. They are sent back and forth between the website's server and your Internet browser to allow the website to remember actions you've made. To find out more visit [Cookies and You](#).

We use cookies to ensure you get the best experience on this website.

Cookies set up by this website

During any visit to www.eternalelevators.co.uk, the pages you see, along with a cookie, are downloaded to your device. Many websites do this because cookies enable website publishers to do useful things like finding

out whether the device (and probably its user) has visited the website before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

Information supplied by cookies can help us to understand the profile of our visitors and help us to provide you with a better user experience and improve Eternal Elevators services provided to users.

Google Analytics

www.eternalelevators.co.uk uses cookies set by Google Analytics to collect information about how our visitors use this site. This data is collected anonymously and is used to help improve this website's functionality. For more information on which cookies are used, see [Google Analytic's page](#) on safeguarding your data.

Third Party Cookies on Eternal Elevators

We sometimes embed content from social media and other third-party websites. These may include YouTube, Vimeo, Twitter, Facebook and Instagram. As a result, when you visit a page containing such content, you may be presented with cookies from these websites and these third party cookies may track your use of the Eternal Elevators website. www.eternalelevators.co.uk does not control the dissemination of these cookies and you should check the relevant third party's website for more information.

Managing Cookie Preferences

Most Internet browsers allow users to control the acceptance of cookies via the browser's settings. You can modify your browser settings to decline cookies if you prefer, although this may prevent you from taking full advantage of a website. Each browser version works in a slightly different way, but you generally have the ability to accept all cookies, be notified before accepting a cookie, block or restrict cookies from certain sites, or reject all cookies.

Visit [Cookies and You](#) to find out how to configure these settings on a number of major browsers.

You can opt out of being tracked by Google Analytics across all websites by installing Google's opt-out browser add-on.

Links to other websites

Our website may contain links to other websites. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Updates to this policy

This privacy policy was last updated in June 2020. Please check back regularly to keep informed of updates to this privacy policy.

Contact us

If you have any questions please [contact us](#).