

## **PRIVACY POLICY**

At Yules we take your privacy seriously. This document refers to use of this website and aims to outline what personal information we collect and how we use it. We want you to be confident that when you share personal information with us it won't be passed to any third party.

This Privacy Policy explains what happens to any personal data you provide to us, or that we collect from you whilst you visit our site.

This Policy will be updated and we encourage you to routinely review it so you are aware of any changes.

Please note this Privacy policy only applies to information collected by our website. We are not responsible for the privacy of any information you reveal or post on any of the social media channels we may use to promote Yules including, but not limited to Facebook, Twitter or Instagram. Neither are we responsible for the privacy policies of websites owned or operated by third parties or other service users.

### **Information We Collect**

In running and maintaining our website we may collect two types of personal information from users of our website – Personally Identifiable Information and Non-Personally Identifiable Information:

#### **1. Contact Form**

Personally Identifiable information: This may include, but is not restricted to, your name and email address. We will only collect this information from you if you voluntarily submit it via our contact forms. This is only processed to the degree that is required to undertake your enquiry

#### **2. Google Analytics**

This includes demographic information such as age, or gender (but not name). It may also include your IP address, browser types and domain names and other anonymous data. Yules will only use this information to help us deliver a better website service to you.

## **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:

- To provide information requested by you relating to products or services
- To provide information to you relating to products we believe you may be interested in. such additional information will only be provided where you have consented to receive such information.
- To inform you of any changes to our website, services or goods and products.

If you have previously purchased goods or service from us we may provide 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 be of interest to you. Where such consent has been provided it can be withdrawn by you at any time.

Unless you request otherwise, we will not share your details with a third party nor will we sell, rent licence or trade your personal information unless you give us permission to do so.

## **Storing Your Personal Data**

**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 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:

- In the event that we sell any or all of our business to the buyer.
- Where we are legally required by law to disclose your personal information.
- To further fraud protection and reduce the risk of fraud.

### **Third Party Links**

On occasion we include 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.

### **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. A small fee will be payable. If you would like a copy of the information held on you please write to William Yule & Son Ltd, 8 Park Road Kirkcaldy, KY1 3ER

### **Contacting Us**

Please do not hesitate to contact us regarding any matter relating to this Privacy Policy at [admin@williamyule.co.uk](mailto:admin@williamyule.co.uk)