



arcequine



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PRIVACY POLICY

A) INTRODUCTION

Applied Microcurrent Technology Ltd is committed to ensuring that your privacy is protected. For the purpose of the Data Protection Act 2018, the data controller is Applied Microcurrent Technology Ltd, Unit 7, Woodlands Enterprise Centre, Hastings Road, Flimwell, East Sussex, TN5 7PR. Company Registration No: 6718393.

Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Applied Microcurrent Technology Ltd may change this policy from time to time by updating this page. You should check this page to ensure that you are happy with the policy and any changes. This policy is effective from 16th October 2018.

You may request details of personal information which we hold about you under the Data Protection Act 2018. If you would like a copy of the information held on you please write to Applied Microcurrent Technology Ltd, Unit 7, Woodlands Enterprise Centre, Hastings Road, Flimwell, East Sussex, TN5 7PR, or alternatively email at admin@arc-family.com, or telephone on 01580 755504.

B) INFORMATION WE MAY COLLECT FROM YOU

- Name
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Details of your purchase and if you have chosen to have items delivered to a third party we will have their name, address, telephone number and email address.
- Information is only used to help us deliver the parcels and contact you.
- We also maintain an order history of your purchases which allows us to track your deliveries and review your past purchases.
- Other information relevant to customer surveys and/or offers
- If you contact us we may keep a record of that correspondence
- Any other relevant personal contact details
- We do not store or keep any of your financial details including debit/credit card details, Paypal or Amazon user information

C) WHAT WE DO WITH THE INFORMATION WE GATHER

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- We may use the information to improve our products and services.
- We may present any information in the most effective and user-friendly way.
- We may periodically send promotional emails about new products, special offers or other information that we think you may find interesting using the email address that you have provided.
- We may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail where you have consented to be contacted.
- Internal record keeping.



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- To notify you about any changes or additions to our products / services.
- 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 may use your personal information to send you promotional information about third parties, which we think you may find interesting if you tell us that you wish this to happen.

D) SECURITY

We are committed to ensuring that your information is secure. We cannot guarantee that your information will remain secure from unauthorised access. However, 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 hold.

E) HOW WE USE COOKIES

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

We also use cookies for our shopping basket. A cookie holds information about your basket and in no way gives us access to your computer or any information about you, other than the data you choose to share with us. If you do not agree to us using cookies for holding information, please close the site now.

F) LINKS TO OTHER WEBSITES

Our website may contain links to other websites of interest. 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.

G) CONTROLLING YOUR PERSONAL INFORMATION

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, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at admin@arc-family.com.
- By purchasing products from Applied Microcurrent Technology Ltd you consent to the collection and use of your information by Applied Microcurrent Technology Ltd in the ways outlined above.

H) YOUR CONSENT

By using our web site, you consent to us using the personal information you have given as outlined in this Privacy Policy. 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 address below. We will promptly correct any information found to be incorrect. If you have any questions, comments and requests regarding this Privacy Policy please address them to Applied Microcurrent Technology Ltd, Unit 7, Woodlands Enterprise Centre, Hastings Road, Flimwell, East Sussex, TN5 7PR or admin@arc-family.com.