

# AM Fire and Security Privacy Policy

---

## Privacy Policy

Last updated: 08.10.2018

AM Fire and Security ("us", "we", or "our") operates <https://amsecurity.co.uk/> (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

## Information Collection And Use

### Information you provide to us

While using our Site, we may ask you to voluntarily provide us with certain personally identifiable information that can be used to contact or identify you; for instance, when you complete an enquiry form on the website. Personally identifiable information may include, but is not limited to your name, address, email address, telephone number ("Personal Information").

### Telephone Measurement

We may, in some instances, use measurement numbers on our Site. This is solely to understand the performance of the Site. This data is only recorded when you voluntarily choose to call the telephone number listed on our Site. The data that we record is the time, date, duration of the phone call and the telephone number that called our business. The actual phone call conversation is not recorded. The data recorded is logged within a password protected area that also includes an SSL Certificate (Secure Sockets Layer).

## Information our Site collects automatically

### Log Data and Google Analytics

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). We use third-party services such as Google Analytics and AW Stats, to collect standard internet log information and details of visitor behaviour patterns.

This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

Other than the above, at this time, we do not attempt to identify visitors to our Site or contact them using this data. We have no plans to do so in the foreseeable future. You will be kept informed of any change to this situation.

### **User and Event Data Retention within Google Analytics**

Google Analytics will retain data for a given timescale before automatically deleting it. These timescales can vary between 14 months, 26 months, 38 months, 50 months or can be set to never automatically expire. The data retention period is automatically set as 26 months, unless otherwise specified.

When data reaches the end of the retention period specified, it is deleted automatically on a monthly basis. We may or may not set retention periods so that they can be reset on new activity. This means that the data retention period would be reset from the date of re-entry as a User to the Site. If you, as the User, do not initiate a new session before the retention period expires, then your data will be deleted.

### **Site Visitor Recording via Hotjar**

We may, in some instances, use [Hotjar](#) in order to better understand our Users' needs and to optimise this service and experience. Hotjar is a technology service that helps us better understand our Users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by visiting their website <https://www.hotjar.com/>

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

### **Cookies**

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

### **SSL Certificate (Secure Sockets Layer)**

Our website is protected using an SSL Certificate (Secure Sockets Layer). This is the standard security technology that establishes an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.

## **Security**

The security of your Personal Information is important to us, but remember no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

## **How We Use our Customers Personal Information**

We use the data we collect to communicate with you, for example, informing you about your account, new products or services, for example.

We use the data for the following purposes:

- Delivering Services
- Customer Support
- Business Operations
- Finance Administration
- Communication, Marketing and Advertising

### **Delivering Services**

We use data to deliver, support and improve the Services that we offer to our customers. This is essential in allowing us to deliver the services and agreements we have with you.

### **Customer Support**

We use data to respond to customer enquiries, help with technical problems and problems and provide other customer care and support services. This is necessary for the performance of the agreement we have with you.

### **Business Operations**

We use data to analyse and report on the performance of our business. This processing is necessary to serve our legitimate interest.

### **Finance Administration**

We use data to carry out financial administration. To process payments, we do not store or hold your credit card details. Payments are collected using a merchant account which is protected using the highest industry standard protocol Secure Sockets Layer (SSL).

## **Communication, Marketing and Advertising**

As a customer or person who has used our services before we may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information for communication purposes only.

We do not share this information with third-parties but in the event that we intend to, you would be notified as to if and with whom we intend to share this data.

## **Changes To This Privacy Policy**

This Privacy Policy is effective as of 08.10.2018 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

## **Contact Us**

If you have any questions about this Privacy Policy, please contact us.