



Privacy Policy

1. Introduction

This privacy policy will explain how our Company ('Eteria Limited') uses the personal data we collect from you when you use our services and website.

Collecting, Storing and Using Data

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- How do we collect your data?
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2. Collecting, Storing and Using Data

2.1. What data do we collect?

Our Company collects the following data:

- Personal identification information (name, email address, phone number, etc.)

2.2. How do we collect your data?

You directly provide our Company with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.

2.3. How will we use your data?

Our Company collects your data so that we can:

- Process your order, manage your account.
- Email you with special offers on other products and services we think you might like.

When our Company processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

2.4. How do we store your data?

Our Company securely stores your data utilizing Microsoft Cloud Services.

2.5. How long do we store your data for?

Our Company's Retention Policy is for data only be kept for as long as there is an administrative need to keep it to enable our Company to carry out its business or support functions, or for as long as it is required to demonstrate compliance for audit purposes or to meet legislative requirements.

Our Company's Retention Periods are driven by legislation and/or business need. If there is no legally defined retention period for corporate information it is the responsibility of the relevant Information Asset Officer(s) (IAO) to determine an appropriate retention period and are responsible for authorising the destruction of information when required. The Company must agree the proposed retention period to ensure:

- Retention triggers are clear and consistent
- Retention periods are not excessively long
- The correct retention source has been identified
- IAO approval has been obtained for any new entries with an action of 'destroy'.

Each retention period has three elements:

- Trigger – the action which begins the retention period (e.g. 'End of Financial Year' or 'End of Employment')
- Retention period – the length of time the information will be kept
- Action – either 'review' or 'destroy'.
 - If the action is 'review', the information must be reviewed to ensure it is no longer required before destruction. Outcomes of a review may be – dispose, mark for permanent preservation, or temporary extension to review again at a future date.
 - If the action is 'destroy', this means the information can be destroyed without being reviewed in line with ICO procedure. IAO approval is not needed prior to destruction if the action is 'destroy.'

3. Marketing

Our Company would like to send you information about products and services of ours that we think you might like.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop our Company from contacting you for marketing purposes or giving your data to other members of our Company.

3.1. What are your data protection rights?

Our Company would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request our Company for copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request our Company correct any information you believe is inaccurate. You also have the right to request our Company to complete information you believe is incomplete.

The right to erasure – You have the right to request our Company erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request our Company restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to our Company's processing of your personal data, under certain conditions.

The right to data portability – You have the right to request our Company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

The right to withdraw consent – You have the right to request our Company withdraws your consent where our Company has used consent as our lawful basis.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email:

Email us at: enquiries@eteria.co.uk

3.2. What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information, visit www.allaboutcookies.org

3.3. How do we use cookies?

Our Company uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

3.4. What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

Functionality – Our Company uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.

4. Managing Cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

4.1. Privacy policies of other websites

The Company website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

4.2. Changes to our privacy policy

Our Company keeps its privacy policy under regular review and places any updates on this web page.

4.3. How to contact us

If you have any questions about our Company's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: enquiries@eteria.co.uk

4.4. How to contact the appropriate authority

Should you wish to report a complaint or if you feel that our Company has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Contact: <https://ico.org.uk/make-a-complaint/>