

Privacy Policy

At Bright Technology we understand that your privacy is important and are dedicated to safeguarding and preserving your privacy when you visit our site or communicate electronically with us. We will treat any personal information you provide us as confidential and this will only be used and recorded in accordance with the Data Protection Act 1998. We will look after your personal information and will not sell any information about you to any other party. This Privacy Policy, together with our terms of use, explains what happens to any personal data that you provide to us, or that we collect from you when you visit this site.

We may update this Policy from time to time and will post any new version on our website, so please check regularly so as to be aware of any updates.

Information we collect

In operating our website we may collect, store and process the following data:

1. Details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data;
2. Information that you provide by filling in forms on our website, such as when you registered for information; and
3. Information provided to us when you communicate with us for any reason.

Use of Cookies

When you visit our website, we will use cookies to gather information regarding your computer whilst you are on our website. This enables us to improve our services and to provide statistical information regarding the use of our website to our advertisers where appropriate. It also allows us to help make our website more accessible to our users.

Such information will not identify you personally nor allow us access to your computer. We can in no way identify or access any personal details other than the ones you provide. The information is purely statistical data about our visitors and their use of our site.

By using a cookie file, we may gather information about your use of our site, for example which areas of the site you have visited and for how long. Cookies

are tiny text files which are downloaded to your computer automatically. They help us to improve our website and the service that we provide to you.

All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our website.

Our advertisers may also use cookies, over which we have no control. Such cookies (if used) would be downloaded once you click on advertisements on our website.

Use of Your Information

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. In addition, we may use the information for the following purposes:

1. To provide you with information requested from us, relating to our products or services;
2. To provide information on other products which we feel may be of interest to you, where you have consented to receive such information;
3. To meet our contractual commitments to you;
4. To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service;

If you are an existing customer, we may contact you with information about goods and services similar to those which were the subject of a previous sale to you. Further, we may use your data, or permit selected third parties to use your data, so that you can be provided with information about unrelated goods and services which we consider may be of interest to you. We or they may contact you about these goods and services by any of the methods that you consented at the time your information was collected.

If you are a new customer, we will only contact you or allow third parties to contact you only when you have provided consent and only by those means you provided consent for.

If you do not want us to use your data for our or third parties you will have the opportunity to withhold your consent to this when you provide your details to us on the form on which we collect your data.

Please be advised that we do not reveal information about identifiable individuals to our advertisers but we may, on occasion, provide them with

aggregate statistical information about our visitors for research or analysis purposes.

If you have registered to receive information from us, you can remove your email address from our list by using the 'unsubscribe' links at the bottom of the emails we send you or by e-mailing us at [].com

Storing Your Personal Data

We may transfer data that we collect from you to locations outside of the European Economic Area for processing and storing it. Also, it may be processed by staff operating outside the European Economic Area who work for us or for one of our suppliers. For example, such staff maybe engaged in the processing and concluding of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all reasonable steps to make sure that your data is treated securely and in accordance with this Privacy Policy.

Data that is provided to us is stored on our secure servers. Details relating to any transactions entered into on our site will be encrypted to ensure its safety.

The transmission of information via the internet is not completely secure and therefore we cannot guarantee the security of data sent to us electronically and transmission of such data is therefore entirely at your own risk. Where we have given you (or where you have chosen) a password so that you can access certain parts of our site, you are responsible for keeping this password confidential.

Disclosing Your Information

Where applicable, we may disclose your personal information to any member of our group. This includes, where applicable, our subsidiaries, our holding company and its other subsidiaries (if any).

We may also disclose your personal information to third parties:

1. Where we sell any or all of our business and/or our assets to a third party; and/or
2. Where we are legally required to disclose your information; and/or
3. To assist fraud protection and minimise credit risk.

We require all such third parties to treat your personal information as fully confidential and to fully comply with all applicable UK Data Protection and consumer legislation from time to time in place. We will not release your Personal Information to any company outside of Bright Technology Ltd for

mailing or marketing purposes unless we have your prior approval. We may pass on personal information about sales and website usage to reputable third parties for research or analysis purposes.

Third Party Links

You may find links to third party websites on our website. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies whatsoever as we have no control over them.

Access to Information

The Data Protection Act 1998 gives you the right to access the information that we hold about you. Please note that any demand for access may be subject to payment of a fee of £10 which covers our costs in providing you with the information requested. Should you wish to receive details that we hold about you please contact us using the contact details below.

Contacting Us

We welcome any queries, comments or requests you may have regarding this Privacy Policy. Please do not hesitate to contact us at Info@Bright.co or Bright Technology Ltd, 271 Regent Street, London, W1B 2ES.