



Privacy Policy – Web Site

This Privacy Policy is meant to help you understand how Arbor Division Ltd uses and protects any information you give us when using this website and how you can update and delete your information.

We only collect and process personal data if we have a valid reason to do so. Arbor Division Ltd will need to collect data

- to perform a service related to the business
- to enable invoicing and remittances
- to contact clients for customer service purposes.

The information may be used for the following purposes:

- to identify and process orders from our clients
- to provide the client with appropriate services
- to comply with and process contractual obligations
- to provide customer care services
- to administer accounts, process payments and monitor financial transactions
- to carry out in-house marketing and statistical analysis
- to notify clients about changes to our services.

We only collect the minimum amount of data to enable us to complete our work.

We may collect information

- from a phone call, email, our website, letter, or fax.

Information collected includes

- names, addresses, contact telephone numbers, email addresses and any details necessary to fulfil our contract.

We retain records of correspondence as part of our trading history.

We do not store any financial information such as credit card details.

We are committed to protecting your personal data and have appropriate technical and organisational procedures in place to prevent unauthorized access to or disclosure of the information we collect.

If you believe that any information we are holding on you is incorrect or incomplete, please email info@arbordivision.co.uk so we can update it. If you no longer wish to be a client of Arbor Division Ltd please let us know so we can remove you from our electronic systems.

Third Parties

We may need to pass personal information to a third party to enable provision of our services, for example making an application to the Local Authority for planning permission on a client's behalf.

We will not sell your personal information, or pass it on to third parties unless we are required by law to do so.

Use of Cookies

Cookies are small files which are commonly placed by websites on your computers hard drive when you visit a website. Cookies help to identify your computer and can record your preferences and other data about your website visit. We do not extract information about individual users during this process. Most web browsers automatically accept cookies but you may be able to disable cookies in your browser settings if you prefer. Please note that should you decline cookies certain services may not function correctly on our website.

Third Party Cookies: We may use third-party advertising companies to serve ads on our behalf across the Internet. These companies may collect and use information about your visits to this and other websites and your interaction with our products and services in order to provide advertisements about goods and services of interest to you. However, no personally identifiable information (such as your name, address, email address or telephone number) will be connected with such information. They may use information about your visits to this and other websites to target advertisements for goods and services and may be used to keep track of user response to each advertisement. These targeted advertisements may appear on our Website or on other sites that you visit. The anonymous information is



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collected through the use of a pixel tag or cookies, which are industry standard technologies used by most major websites.

We may use pixel tags that allows hibu (UK) Limited and third party websites within the Yell network to track the effectiveness of marketing campaigns. If you do not want such companies to collect this information you may opt-out.

Please visit www.youronlinechoices.com which explains behavioural targeting in more detail, and will allow you to opt-out of being targeted for any behavioural advertising by any member of the Internet Advertising Bureau including hibu (UK) Limited.

Please note that if you delete your cookies, use a different browser, or buy a new computer, you will need to renew your opt-out choice.

Date of Review	01/07/2023
Date of Next Review	01/07/2024
Signed	
Position	Managing Director