

OMICRON ARE COMMITTED TO PROTECTING AND RESPECTING YOUR PRIVACY.

We are Omicron Solutions Ltd (Omicron) and this is our Privacy policy.

This privacy policy statement will inform you about how we collect information, how we store it and how we use it. It is intended to assist you to make informed decisions when using our website, products and services.

The main purpose of the Omicron website is to promote our business activities and services. Most of the communications we publish is targeted at 'Business to Business'. Where possible please provide us with the business contact information rather than your personal contact information.

WHAT WE DO

We are an IT Support and consultancy business offering a range of services to business. Services include IT Support, Network infrastructure design and implementation, technical consultancy, business support, hardware and software supply, cloud computing and other technology services.

WHAT INFORMATION WE MAY GATHER

We will request information such as your name and contact details (including address, postcode, telephone number, email address) and company details which you can choose to provide when you either subscribe to our e-mail newsletter or use our online services such as our contact forms.

We need to collect this information to be able to provide you with our products and services. It also helps us personalise and deliver relevant content in any e-mails. The legal basis for our collection of this data is defined as 'Legitimate Interest' as per Recital 47 of Article 6(f) of the General Data Protection Regulations (GDPR), as it is reasonable for you to expect that you will be contacted in regard to your enquiry after having emailed us or entered your contact details into an enquiry form. We do not collect 'sensitive data' about you (as specified in Article 9 of the GDPR as data about 'racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership'.)

We do not knowingly collect, process or share the Personal Data of children or minors, if you are under 18, please do not provide any personal information to us. You do not have to provide us with any Personal Data if you do not want to, however we will be unable to contact you about your enquiry if you do not. Omicron will also collect aggregate information from our website visitors by using cookies. This data is used to customise the content of our website and social media to help deliver an improved experience for our users and it will not personally identify you. Please read the 'Use of IP Address', 'Use of Cookies' and 'Use of Clear GIFs' sections of this Privacy Policy below.

HOW WE USE THE INFORMATION GATHERED

If you provide your telephone number to us, we will contact you via phone to qualify your enquiry and to ascertain your requirements. We may also contact you via email with information we believe will be of interest to you.

We also use your information for the purposes of administering and expanding our business activities, providing customer services and making available our products and services to both existing customers and prospective customers.

We may send you marketing communications relating to our business which we think may be of interest to you, by post, by email or telephone (you can inform us at any time if you no longer require marketing communications).

We may need to supply some of your data to a third party to be able to supply you with a service. We will only provide the data that is essential to the provision of the service. We will retain your Personal Data for up to 24 months, either from the date of submission or from our last communication with you. The reasons we retain your Personal Data for this period are as follows:

- It may take us some time to contact you after you have made your enquiry.
- Once we have contacted you we may contact you by way of a courtesy call to ensure that your requirements have been met and to maintain the standards of the service we provide.
- We run promotions and launch new products from time to time. We will update you with this information if we believe it is of interest or benefit to you.
- We have more information to refer to if you contact us again in the future or make a complaint
- We will need this information if we are providing you with any services

HOW WE PROTECT YOUR INFORMATION GATHERED

We are committed to keeping your information secure. We take reasonable steps to protect data from unauthorised access or disclosure by implementing suitable physical, electronic and managerial procedures. We are Cyber Essentials certified (<https://www.cyberessentials.ncsc.gov.uk/>) A government backed scheme to demonstrate a company's data security.

USE OF IP ADDRESS

An IP address is a number that's automatically assigned to your computer whenever you're surfing the web. Web servers automatically identify your computer by its IP address. On occasions, we collect IP addresses for the purposes of system administration, to analyse aggregate information, and to audit the use of our website.

USE OF COOKIES

Cookies are informational files that a web site transfers to an individual's hard drive for record-keeping purposes. Cookies make web-surfing easier for you by saving your preferences while you're visiting our site. The use of cookies is an industry standard, you will find them on most major web sites. By showing how and when visitors use our site, cookies help us see which areas are popular and which are not. Many improvements and updates to the site are based on such data as total number of visitors and pages viewed and this information is most easily tracked with cookies. We use cookies to better understand and improve areas of our website that our users find valuable. While both of these activities depend on the use of a cookie, visitors to our website always have the option of disabling cookies via their browser preferences. Most browsers are initially set up to accept cookies. You can reset your browser to refuse all cookies or indicate when a cookie is being sent. However, note that some parts of our website may not function properly or may be considerably slower if you refuse cookies.

Third party cookies and remarketing

In some special cases we also use cookies provided by trusted third parties. The following section details some common third party cookies you might encounter through this site. Google Analytics: Our website uses Google Analytics, one of the most popular and trusted analytics solutions, to help us to understand how people use our website. It does this by tracking such information as how long people spend on our website, the pages they visit, the website that referred them to our website

and other aggregate data. We do this so that we can make improvements to our website and provide a better user experience and more engaging content.

Google AdWords: We may use Google AdWords remarketing which allows us to reach people who have been on our website, and show them adverts relevant to the pages they have visited. This means, after your visit to our website, you may be shown ads by Google either within the Google Display Network or Google search results. Google AdWords uses cookies in order to show ads based on your past visits to websites to provide relevant ads for products and services of interest to you.

You can adjust your settings and also opt out of Google's use of AdWords cookies by visiting Google's Ads Settings. **Google AdSense:** We may use the Google AdSense service to serve advertising. The Google AdSense service uses a DoubleClick cookie to serve more relevant ads across the web and limit the number of times that a given ad is shown to you. You can adjust your settings and also opt out of Google's use of AdSense cookies by visiting Google's Ads Settings. **Facebook Pixel:** This involves incorporating a tracking pixel (Facebook Pixel) in the head section of our website, which marks website visitors and recognises them the next time they visit the social network. The pixel uses browser information, visited websites and a hashed Facebook ID of the website user. This makes it possible for us to employ retargeting, i.e. to show you relevant Facebook ads about products or services of interest to you.

If you do not wish the Facebook pixel to use your information in this way, it is possible to opt-out of this and many other third-party cookies by following this link to the 'Your Ad Choices' website.

USE OF CLEAR GIFs

A clear GIF (Graphics Interchange Format) or pixel tag (also known as a 'Web beacon') is a line of code placed on some of our web pages and in e-mails which, in a similar way to our use of cookies above, allow us to analyse the specific usage patterns of visitors. Links to other sites You should be aware that when you are on our website, you could be directed to other sites that are beyond our control. There are links to other sites from our website pages that take you outside our service. These other sites may send their own cookies to users, collect data or solicit personal information. The privacy policies of these other sites may significantly differ from that of Fluid Studios. We are not responsible for the privacy practices of any other sites and cannot guarantee the security of any of your personal information collected there.

LINKS TO OTHER THIRD PARTY WEBSITES

Omicron is not responsible for the privacy policies of third party sites linked to from our site, such as partners, customers and social networking services.

YOUR RIGHT TO OBJECT

We acknowledge that one of the main rights of the individual (data subject) under the GDPR, is the right to object. The data subject has the right to object to:

- Processing based on legitimate interests or for the performance of a task in the public interest / exercise of official authority (including profiling);
- Direct marketing (including profiling); and
- Processing for the purposes of scientific / historical research and statistics.

We will only process personal data for the performance of a legal task or for our legitimate interests. A data subject must have an objection on “grounds relating to his or her particular situation”. Should we receive such an objection, we will immediately stop processing the data unless:

- There are demonstrable, compelling and legitimate grounds for the processing, which override the interests, rights and freedoms of the data subject, or
- The processing is for the establishment, exercise or defence of legal claims.

We will cease to process any data for the purpose of direct marketing as soon as we receive any objection to doing so. We acknowledge that there are no further circumstances under which there are any exemptions or grounds to refute this objection.

YOUR RIGHTS

Under GDPR you have certain rights regarding your Personal Information. We have outlined the rights that apply to the Personal Data we collect, which are as follows:

- The right to be informed – this means you have a right to know what happens with your Personal Data. Hopefully this Privacy Policy should provide you with this information.
- The right of access – this means you have the right to know what Personal Data we hold about you. We will provide this information to you free of charge.
- The right of rectification – if the Personal Data we hold about you is incorrect or incomplete you have the right to correct it or complete it.
- The right to erasure – sometimes known as ‘the right to be forgotten’ this means if you request us to do so, we will delete the Personal Data we hold about you. This means we may not be able to provide you with services in the future.
- The right to restrict processing – this means that you can request for us to cease processing your data rather than deleting it. This means we may not be able to provide you with services in the future.
- The right to data portability – this means if you request Personal Data from us we will provide it in a commonly used, machine readable form.
- The right to object – this means you can object to us processing your Personal Data if you do not believe it is in your interest.
- You also have the right to lodge a complaint with a supervisory authority if you so wish.

ACCESS TO INFORMATION

The Data Protection Act 1988 gives you the right to access information held about you by us. If you would like a copy of the information held on you please write to: Omicron Solutions, Unit 4, Long Spring, Porters Wood, St Albans AL3 6EN. Email: info@omicronsolutions.co.uk

Should any subject access requests submitted be manifestly unfounded or excessive, then Omicron may (in line with GDPR) either; charge a reasonable fee (taking into account the administrative costs of providing the information) or refuse to respond. Where a decision is taken to refuse to respond to a request, the individual will be provided with an explanation for the decision along with details of their rights to complain to the supervisory authority and to a judicial remedy. This will be provided without undue delay and at latest within one month from receipt of the request.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and where appropriate, notified to you by e-mail.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@omicronsolutions.co.uk

This policy was last updated: April 2018