

PRIVACY POLICY

StoreDNA is committed to protecting your privacy. This Privacy Policy explains our data processing practices and your options regarding the ways in which your personal data is used. If you have any requests concerning your personal information or any queries please contact us at office@StoreDNA.co.

By using this site and disclosing your personal information, you consent to the collection, storage and processing of your personal information by StoreDNA as set out above.

The Data Protection Act

Under the terms of the Data Protection Act 1998, we have a legal duty to protect any information we collect from you. It will not be disclosed to any other parties or any other organizations unless you give explicit permission, or there is a legal obligation to do so. StoreDNA is registered as a Data Controller under the Act and will adhere to these principles and the guidelines set out by the Information Commissioner.

Privacy

We reserve the right to collect and store website usage information to help us assess and improve the website content, design and navigation. We may collect website usage from a number of sources, including our web server / service providers, or from URLs, IP addresses and Cookies passed to us when you enter our site.

In all cases, website usage information excludes any information that can be traced back to you, and is therefore treated as non-personal data under the terms of the Data Protection Act 1998.

Personal information

The use of various features of the site (including the StoreDNA newsletter and visitor sign-up and contact us facilities) require the completion and electronic transmission of a number of specific and optional additional pieces of information including personal and business contact details.

The purpose of this is to provide us with sufficient information to respond to your enquiry quickly and accurately. The information supplied may be retained on our database servers, and will be handled according to our obligations under the Data Protection Act 1998.

If you have previously agreed to us holding or using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at office@StoreDNA.co.

Stored information

You may be provided with a username and password to access the facilities within the Customer Area on the website. Your stored information is not shared with other parties. We use industry-standard SSL encryption software when processing sensitive information such as usernames and passwords, to safeguard your data and employ strict security standards to prevent any unauthorized access to your data. Please contact your Account Manager if you require further information about the secure site.

StoreDNA collects the details provided by you on registration together with information we learn about you from your use of our services and your visits to our website and other sites accessible from them.

Retention of Data

While we generally retain personally identifiable data about you as long as we believe it will be useful to us, we do not retain personally identifiable data about you longer than legally permissible.

Currently, the principal place in which we retain personally identifiable data about you is at our registered office.

Links to other websites

This site contains links to a number of other websites. No personal information is passed to any of these organizations. Our disclaimer and privacy policy apply only to our website. We are not responsible for the content or privacy policies within any other websites.

Use of information

StoreDNA seeks to use your personal data only for the purposes of legitimate interests and, where practicable, with your consent. Information we collect is used for the following purposes:

To assist us in providing better products and services (for example, we may contact you to assist us in evaluating the performance of our staff, to assess the quality of product and service received and to help us improve our Web Site, facilities and services).

To compile statistics and analysis about our customers' use of our website, products and services, which statistics are only used internally to enable us to provide better customer service and products to you and other customers in the future.

To learn more about our website traffic patterns and other use, in order to improve the functionality and features of our site.

To help us to operate, maintain and improve our systems and website.

If you provide us your e-mail address, we will use it to contact you if you tell us we may do so. We will only send you promotional materials using your e-mail address if you tell us we can and you may withdraw your consent at any time by contacting us at office@StoreDNA.co.

StoreDNA will not sell your personal data to third parties. Your personal data will only be transferred to third parties where this is for proper purposes related to business matters, for example where this is required by professional bodies or where it is necessary for the delivery of services by third parties to you.

Cookies

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognize a user's device. You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu. For a video about cookies visit Google's "Data on the Web - Cookies" page.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

What cookies are used by us and why?

The cookies used on this website have been categorized based on the categories found in the ICC UK cookie guide. A list of all the cookies used on this website by category is set out below.

Category 1: Strictly Necessary Cookies: These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, some of the services you ask for, cannot be provided.

Cookie name: SESS + unique alphanumeric string

Description: This cookie contains a unique session identifier for the current user of the site. It does not store any personally identifiable information and is used to distinguish individual users of the website. It is essential for operation of the website.

Expiry: 23 days

Cookie name: has_js

Description: This cookie contains a session ID to detect if JavaScript is present in the browser. It is essential for interactive use of the site.

Expiry: On closing the web browser

By using our website, you agree that we can place these types of cookies on your device.

Category 2: Performance Cookies: These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and logs errors experienced on the site. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the website works. By using our website, you agree that we can place these types of cookies on your device.

Cookie name: _utma

Description: This cookie is typically written to the browser upon the first visit to our site from that web browser. If the cookie has been deleted by the browser operator, and the browser subsequently visits your site, a new _utma cookie is written with a different unique ID. This cookie is used to determine unique visitors to our site and it is updated with each page view. Additionally, this cookie is provided with a unique ID that Google Analytics uses to ensure both the validity and accessibility of the cookie as an extra security measure.

Expiry: 2 years from set/update

Cookie name: _utmb

Description: This cookie is used to establish and continue a user session with our site. When a user views a page on our site, the Google Analytics code attempts to update this cookie. If it does not find the cookie, a new one is written and a new session is established. Each time a user visits a different page on our site, this cookie is updated to expire in 30 minutes, thus continuing a single session for as long as user activity continues within 30-minute intervals. This cookie expires when a user pauses on a page on our site for longer than 30 minutes.

Expiry: 30 minutes from set/update

Cookie name: ____utmz

Description: This cookie stores the type of referral used by the visitor to reach our site, whether via a direct method, a referring link, a website search, or a campaign such as an ad or an email link. It is used to calculate search engine traffic, ad campaigns and page navigation within our site. The cookie is updated with each page view to the site.

Expiry: 6 months from set/update

Opt-out of Google Analytics cookies:

For more information about Google's privacy policy see: [Google Privacy Policy](#)

For more information about Google's cookies see: [Cookies & Google Analytics](#)

YouTube cookies

We embed videos from YouTube channels using YouTube's embedding method. YouTube may set cookies on your computer once you click on the YouTube video player. Playing these videos is seen

as acceptance of any cookies set by YouTube that are in no way controlled by this website.

How to control cookies

You can find information about how to control cookies at aboutcookies.org.

How to delete cookies

You can find information about how to delete cookies at aboutcookies.org.

Please note that links are provided only for convenience and we cannot endorse or accept any responsibility for the contents or the use of any such web sites.

Right to request information

Under the Data Protection Act you have a right to request a copy of any personal data held by StoreDNA at any time, in order to check its accuracy. The Act allows us to charge a fee of €10 for this service. If you wish to do this, please write to: office@storedna.co. If anything is inaccurate or incorrect, please let us know and we will correct it.