

PRIVACY POLICY

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This policy covers our use of personal information that Best Gapp & Cassells collects when you use bestgapp.co.uk.

From time to time, you will be asked to submit personal information about yourself (e.g. name and email address) in order to receive or use the services featured on our website. Such services include newsletters, a review of your marketing material and information requisitions regarding our services and promotions.

By entering your details in the fields requested, you enable us to provide you with the services and/or information you select. Whenever you provide such personal information, we will treat that information in accordance with this policy. When using your personal information we will act in accordance with current legislation and aim to meet current Internet best practice.

Please note that we do provide links to other sites, which may not be governed by this Privacy Policy and you should view the relevant policies of those sites for further information. We are not responsible for the content of external internet sites, nor necessarily endorse them.

Use and storage of your personal information

When you supply any personal information via any form on this website (e.g. for request for services or information) we have legal obligations towards you in the way we use that data. We must collect the information fairly, that is, we must explain how we will use it and will tell you if we want to pass the information to another party.

In general, any information you provide will only be used within and by us. Your information will be disclosed where we are obliged or permitted to by law. Also, if you send offensive, inappropriate or objectionable content anywhere on or to this website or otherwise engage in any disruptive behaviour on it, we can use whatever information that is available to it about you to stop such behaviour. This may involve informing relevant parties such as your employer, school, e-mail/internet service provider, or even law enforcement agencies about the content and your behaviour.

We will hold your personal information on our systems for as long as the service you have requested is available, and remove it in the event that you no longer wish to continue your registration with us. Where personal information is held for people who are not yet registered but have taken part in other services (e.g. newsletters), that information will be held as long as is necessary to ensure that the service is run smoothly. We will ensure that all personal information supplied is held securely, in accordance with the Data Protection Act, 1998.

If you are notified on our website that your information may be used to allow us to contact you, this means that we may contact you for a number of purposes relating to the service or related services in which you have expressed interest.

It is our policy not to transfer or sell to a third party any information it receives through this website.

COOKIES

A cookie is a small amount of data which often includes an anonymous unique identifier that is sent to your browser from a website's computer and stored on your computer's hard drive. Each website can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other sites. Many sites do this whenever a user visits their website in order to track online traffic patterns and record information about your online preferences. This website in its current state uses session cookies, and the table below explains the use of these cookies and why they are used:

Cookie	Name	Purpose	Further information
Google Analytics	_utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	Click here for an overview of privacy at Google

This policy may be updated at any time and such amendments will be announced on this page.