

## **Fairview Farm Agricultural Engineering Ltd**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit, make a purchase or make an enquiry from <https://www.fairviewfarmmachinery.co.uk/> (the "Site").

### **PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

- **"Cookies"** are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- **"Log files"** track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- The only other type of outside analytic provider we use, is Google Analytics which is linked to our website platform, SquareSpace. Google Analytics tells us if anyone is currently live on the website, how they got to our website, what software they are using to view our website, what countries are viewing our website and what pages are most popular on our website.

We will only ever collect identifiable data that you give us permission to collect. This is either from your customer account, or when you complete our form.

This may include the following:

- Your online browsing activities on [www.fairviewfarmmachinery.co.uk](http://www.fairviewfarmmachinery.co.uk)
- Your location
- Your first and last name, phone number, email address and any further personal information you include within our enquiry form
- When you make a purchase or place an order with us, your payment card details. Customer information – Your name, address, telephone number, email address and VAT number is stored on a 3<sup>rd</sup> party server (Sage One).
- Your communication and marketing preferences
- Your interest, feedback and survey responses

- Other publicly available personal data, including any which you have shared via a public platform (such as a public Facebook page)

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

## **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

### **We collect your email address in order to:**

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Send you additional information related to your product and/or service

## **SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. We use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by emailing us at [fairviewfarm6600@gmail.com](mailto:fairviewfarm6600@gmail.com). We will then no longer contact you for this purpose.

## **DO NOT TRACK**

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order or enquire through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **DATA RETENTION**

When you place an order with us, we will maintain your Order Information for our records unless and until you ask us to delete this information.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

**If at any time you would like to unsubscribe from receiving future emails, you can email us at**

fairviewfarm6600@gmail.com and we will promptly remove you from **ALL** correspondence.

## **Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

[www.fairviewfarmmachinery.co.uk](http://www.fairviewfarmmachinery.co.uk)

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