

## **digiLED Privacy Policy**

*At digiLED, we're committed to protecting and respecting your privacy.*

This Policy explains when and why we collect personal information about people who visit our website and other areas of our business, how we use it, the conditions under which we may disclose it and how we maintain it securely.

The Policy is subject to occasional changes, so please check this page from time-to-time to ensure that you're happy with any amendments. By using our website, you're agreeing to be bound by this Policy.

If you have any queries regarding digiLED's Privacy Policy, please contact us via email to [info@digiLED.com](mailto:info@digiLED.com) or by calling our UK office on 0207 381 7840.

### **How do we collect information from you?**

We directly obtain information from you when you use our website, request information on our range of products and services or if you register to receive our regular email communication campaigns through our website, at trade exhibitions or via sign-up on our social media accounts.

### **What type of information is collected from you?**

The personal information we might collect from you includes your name, phone number, address, email address and information regarding what webpages and email campaigns are accessed and when.

### **How is your information used?**

digiLED may use your information to do one or more of the following:

- To process & maintain orders that have been submitted to us
- Carry out obligations arising from any contracts entered by you and us
- Seek your views or comments on the services we provide
- Notify you of any potential changes to our services
- Send you communications which you have requested, that may be of interest to you or in response to any enquiries you have made

### **Who has access to your information?**

Under no circumstances will we sell or rent your personal information to third parties. We will not share your information with third parties for marketing purposes either.

We may transfer your personal information to a third party if we are under a duty to disclose personal data, in order to comply with any legal obligation or to enforce or apply our terms of use or

to protect the rights, property or safety of our supporters and customers. In this instance, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

### **Select your preferences with your personal data**

You can decide whether you wish to receive information from digiLED. If you don't want to receive direct marketing communications from us about our latest news stories and our fantastic products and services, then you can inform us of your preferences when we collect your information.

Unless you have given your prior consent, we will not contact you for marketing purposes via email or phone call. You can update your marketing preferences at any time by contacting us by emailing [info@digiled.com](mailto:info@digiled.com) or calling 0207 381 7840.

### **Access and update your personal information**

The accuracy of your information held is important to us. We're working on ways to make it easier for you to review and correct the information we hold about you, but in the meantime, please contact us via [info@digiled.com](mailto:info@digiled.com) or 0207 381 7840 to access, update and confirm your personal data.

You have the right to ask for a copy of the information that digiLED holds about you.

You have the right to be forgotten and all your personal data will be deleted and will no longer appear on our records.

Our security precautions are set up to protect the loss, misuse or alteration of your information.

When you provide us with personal information, we have processes to ensure that it's treated securely.

The details that we hold for you, such as your email address, can be transmitted normally over the internet and we can't guarantee that this will be 100% secure. Although we strive to protect your personal information, because we can't guarantee 100% security, any information you provide us with, you do so at your own risk.

### **Policy Review**

We keep this Policy under regular review. This Policy was last updated in July 2024.