

## PRIVACY AND COOKIES

### **Privacy and Data Protection Statement**

The Business Logic Systems Limited Privacy and Data Protection Statement has been developed as an extension of our commitment to combining the finest quality products and services with the highest level of integrity in dealing with our prospects, customers, business partners and the general public.

This statement covers how Business Logic Systems Limited treats personal information that it collects and receives, including information related to your past use of the Business Logic Systems Limited products and services.

#### **Processing**

By accessing our site – [www.businesslogicsystems.com](http://www.businesslogicsystems.com) - you are consenting to the data collection, storing and using practices described in this statement.

#### **Information Collection**

Business Logic Systems Limited collects personal information about those who:

- Call our contact and help lines
- Visit our websites
- Complete the contact form on our website
- Use our online services, eg. subscribe to our newsletter or log into our support portal
- Undertake the 'Data Driven Marketing Audit'
- Comment on our blog

#### **Personal Information**

'Personal information' is information about you that is personally identifiable like your name, job title, company address, work email address, or work phone number, that is not otherwise publicly available.

Personal information will only be collected when you supply your details upon logging in to our support services facility or completing a contact form.

#### **Access and Security**

The information requested is required to process your request for support or more information about our company, services and products. Access to this information is restricted to Business Logic Systems Limited employees and administrators of the website only. All staff are aware of this policy and their duties under the Data Protection Act 1998.

We make it clear when we collect personal information and explain what we intend to do with it. We never share the information we collect with third parties. We are committed to protecting your privacy at all times and personal information will not be disclosed unless ordered by a court of law. All information is stored and used in accordance with the Data Protection Act 1998.

You have the right to access your personal data. If you wish to access your personal data please contact us. Business Logic Systems Limited will, to the best of its ability, ensure that all enquiries and requests for information are followed up within 2 working days.

You should be aware that certain data is exempt from the right of access under the Data Protection Act. This may include information which identifies other individuals, or information, which is subject to legal professional privilege. To prevent unauthorised access, maintain data accuracy, and ensure the correct use of information, Business Logic Systems limited has put in place appropriate physical, electronic and managerial procedures designed to safeguard and secure the information we collect.

Business Logic Systems Limited is fully compliant with the Data Protection Act 1998 and the Directive on Privacy and Electronic Communications 2002/58/EC, and other relevant business and personal legislation.

### Miscellaneous

- **Website Contact Forms** - The information requested on our 'Contact Form' is required to process your request for more information about our company, services and products. Access to this information is restricted to Business Logic Systems Limited employees and administrators of the website only.
- **Links to other websites** - This Statement does not cover the links within our site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.
- **E-Bulletin** - Website visitors that would like to be kept informed of Business Logic Systems Limited developments in the future, have the option of explicitly requesting to be added to the company's e-Bulletin. Any such communications will always follow an 'opt-in' policy, and contain an 'opt-out' function to enable you to remove your details from the mailing list at any time.
  - We use a third party provider, 'Constant Contact' to deliver our quarterly e-Bulletin, so that we can gather statistics around email opening and click through rates using industry standard technologies to help us monitor and improve the content of our communications. For more information, please see 'Constant Contact's' privacy policy: [www.constantcontact.com/privacy\\_guarantee.jsp](http://www.constantcontact.com/privacy_guarantee.jsp)
- **People who call us**
  - Business Logic Systems Limited does not use a Calling Line Identification (CLI) system. Our experienced call operators will manually process any information requested over the phone lines.

### Cookie Statement

The cookies we use are analytical cookies. How they are used is explained below. Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org).

- **Content Management System does not use cookies**

The Business Logic Systems Limited website has been built using 'Vanilla-Web's Content Management System', which does not use cookies. You can read 'Vanilla-Web's' cookies statement: [www.vanilla-web.co.uk/Cookies](http://www.vanilla-web.co.uk/Cookies)

- **Application Cookies - Google Analytics & YouTube**

When someone visits [www.businesslogicsystems.com](http://www.businesslogicsystems.com) we collect standard internet log information and details of visitor behaviour patterns using 'Google Analytics'. Such information is not personal and will include unique identifiers; country of origin, language preference, pages visited and length of browsing. This data helps to inform our marketing team about pages that contain content that appeals to you, our audience. In such a scenario, the information is presented in an 'aggregate' format i.e. no personal customer information is presented that would allow individual customer identification. To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>

Occasionally, we also embed videos from our official 'YouTube' channel using YouTube's privacy-enhanced mode which may set cookies on your computer should you click the play button, but it will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. To find out more please visit YouTube's embedding videos information page: <http://support.google.com/youtube/bin/answer.py?hl=en-GB&answer=171780>

**Changes to these Statements**

Business Logic Systems Limited may, from time to time, modify these Statements to reflect legal, technological and other developments. In that event, the changes will appear at this location and a notice will appear on the website.

These Statements were last updated on 21<sup>st</sup> November 2012.

**How to contact us**

Please contact the following address should you wish to provide comment on, or have any questions regarding these Statements:

Business Logic Systems Limited,  
The Didcot Enterprise Centre,  
Hawksworth,  
Didcot,  
Oxfordshire,  
OX11 7PH

Should you wish to access or update your personal information, then please write to the above address or contact us via email: [info@businesslogicsystems.com](mailto:info@businesslogicsystems.com)