

Privacy Policy for IDTech Systems UK Ltd

Last updated: 20th September 2023.

This Privacy Policy outlines how IDTech Systems UK Ltd (referred to as "we", "us", or "our") collects, utilizes, and discloses your personal information when you engage with our services, visit our website, or make purchases from our platform, which is accessible at [Privacy].

We kindly ask you to review this Privacy Policy attentively. By accessing or utilizing any of our services, you agree to the collection, usage, and disclosure of your information as outlined in this Privacy Policy. If you disagree with any aspect of this Privacy Policy, we kindly request you refrain from accessing or using our services.

Changes to This Privacy Policy

We reserve the right to update this Privacy Policy periodically to reflect changes in our practices or for other operational, legal, or regulatory purposes. Any modifications to this Privacy Policy will be posted on our website, and the "Last updated" date will be revised accordingly.

How We Collect and Use Your Personal Information

In order to deliver our services effectively, we gather and have gathered personal information about you from various sources over the past 12 months. The specifics of the information collected and its usage may vary based on your interactions with us.

In addition to the specified uses outlined below, we may employ the information collected about you to communicate with you, provide our services, adhere to applicable legal obligations, enforce terms of service, and safeguard the integrity of our services and the rights of our users and others.

Types of Personal Information We Collect

The types of personal information we acquire about you are contingent upon your interaction with our platform and services. When we refer to "personal information," we are alluding to data that identifies, relates to, describes, or can be linked to you. The following sections delineate the categories and specific types of personal information we gather.

Information Directly Provided by You

Information you directly furnish to us through our services may encompass:

- Basic contact details, such as your name, address, phone number, and email.
- Order information, including billing and shipping addresses, payment confirmation, and contact details.
- Account credentials, such as your username, password, and security questions.
- Shopping details, such as viewed items, cart contents, or wish list additions.
- Customer support communications, including messages exchanged with our team through our services.

Certain features of our services may necessitate the direct provision of specific information about yourself. While you have the option to withhold this information, doing so may hinder your ability to access or utilize these features effectively.

Information Collected through Cookies

We automatically gather certain information about your interactions with our services ("Usage Data"). To accomplish this, we employ technologies like cookies, pixels, and similar tools ("Cookies"). Usage Data may encompass details regarding your engagement with our website and your account, including device specifics, browser details, network information, IP address, and other data pertaining to your interaction with our services.

Information Obtained from Third Parties

We may also receive information about you from third-party sources, including vendors and service providers who may collect data on our behalf. These sources may include:

- Companies supporting our website and services, such as [Privacy].
- Payment processors, who collect payment-related information to facilitate transactions and fulfill orders.
- When you engage with our services or advertisements, or interact with our website or emails, we or our affiliates may automatically gather specific information using online tracking technologies like pixels, web beacons, and cookies.

Any information obtained from third parties will be handled in accordance with this Privacy Policy. We do not assume responsibility for the accuracy of data provided by third parties or for their policies and practices. For additional details, refer to the section below on Third-Party Websites and Links.

How We Utilize Your Personal Information

We leverage your personal information for various purposes, including but not limited to:

- **Provision of Products and Services:** We use your personal information to deliver our services, process payments, fulfill orders, send notifications related to your account or transactions, manage your account, arrange shipping, handle returns and exchanges, and facilitate review submissions.
- **Marketing and Advertising:** Your personal information may be used for marketing and promotional endeavors, such as sending marketing communications via email, text message, or postal mail, and displaying advertisements for products or services. This may involve tailoring our services and advertising across our website and other platforms.
- **Security and Fraud Prevention:** We employ your personal information to detect, investigate, or take action against potential fraudulent, illegal, or malicious activity. You are responsible for safeguarding your account credentials, and we recommend against sharing them with others. If you suspect any compromise to your account, please notify us promptly.
- **Communication:** Your personal information enables us to provide customer support and enhance our services. This includes addressing your inquiries and improving our responsiveness and service quality.

Cookies

Similar to many websites, we utilize Cookies on our platform. For specific information about the Cookies employed in conjunction with our Shopify-powered store, refer to [Privacy]. Cookies are utilized to power and enhance our website and services, remember your preferences and actions, conduct analytics, and gain insights into user interaction. We may also authorize third parties and service providers to use Cookies on our platform to optimize services, products, and advertising across our website and other platforms.

While most browsers accept Cookies by default, you retain the option to configure your browser settings to delete or reject Cookies. However, note that disabling Cookies may adversely impact your user experience and may impair certain features or functionalities of our services. Additionally, blocking Cookies may not entirely prevent information sharing with third parties, including our advertising partners.

How We Disclose Personal Information

Under specific circumstances, we may disclose your personal information to third parties for legitimate purposes, as outlined in this Privacy Policy. Instances where disclosure may occur include:

- Third-party service providers who assist us in delivering services (e.g., IT management, payment processing, data analytics, customer support, and shipping).
- Business and marketing partners, including [Privacy], to offer services and advertise to you. These partners will manage your information per their own privacy policies.
- With your consent, we may share certain information with third parties, such as shipping providers or social media platforms, for designated purposes.
- Within our corporate group or with affiliates, to support our business operations.
- In scenarios like mergers or bankruptcy proceedings, or to comply with legal obligations, enforce terms of service, or protect our services, rights, and the rights of our users and others.

Over the past 12 months, we have disclosed the following categories of personal information and sensitive personal information (denoted by *) about users for the purposes outlined in "How we Collect and Use your Personal Information" and "How we Disclose Personal Information":

Category

- Identifiers: Basic contact details and select order and account information.
- Commercial Information: Order details, shopping information, and customer support interactions.
- Internet or Network Activity: Usage Data.

Categories of Recipients

- Vendors and Third-Party Service Providers: Assist in delivering services (e.g., Internet service providers, payment processors, fulfillment partners, customer support partners, and data analytics providers).
- Business and Marketing Partners.
- Affiliates.

We refrain from utilizing or disclosing sensitive personal information to infer characteristics about you.

User-Generated Content

Our services may enable you to contribute product reviews and other user-generated content. Any content you submit to public areas of our platform will be publicly accessible.

We lack control over who accesses the information you choose to share publicly, and we cannot guarantee the privacy or security of such