

Privacy Policy

Version 1.0

19th March 2018

1. Key details

Prepared for McFarlane Telfer Ltd. (hereinafter referred to as McFT) located at B5, McFarlane Telfer Ltd, Westacott Business Centre, Maidenhead SL6 3RT, UK

Policy prepared by:	Terence Horsman
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Approved by management on:	21 st March 2018
Policy became operational on:	25 th May 2018
Next review date:	25 th May 2019

McFT ("us", "we", or "our") operates the second level domain McFT.com including all its sub-domains (the "Site"). This document informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

This privacy policy is governed by English law. Any disputes over this privacy policy shall be brought to a court in the United Kingdom.

We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

2. Information Collection and Use

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to your name, email address, telephone number, and geographic information ("Personal Information").

Collecting this data helps us understand what you are looking for from the company, enabling us to deliver you an improved and personalized service.

3. Log Data

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data").

This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this data.

4. Communications

We may use your Personal Information to contact you with newsletters, marketing or promotional materials and other information that we think will improve your service experience with us.

5. Cookies

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

5.1 How we use cookies

We may use cookies to:

- **Analyze our web traffic using Google Analytics.**
Aggregated usage data helps us improve the website structure, design, content and functions.
- **Measure the effectiveness of advertising campaigns using Facebook Pixel.**
Capturing the actions of users after they are redirected to the Site by clicking on a Facebook advertisement allows us to track how people reacted to our ads helps us to amend ads and audiences to be more relevant.
- **Identify whether you are signed in to one of our Portals.**
A cookie allows us to check whether you are signed in to the Site.
- **Test content on the Site.**
For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- **Store information about your preferences.**
The Site can present you with information you will find more relevant and interesting.
- **To recognize when you return to the Site.**
We may show you relevant content or provide functionality you used previously.

6. Security

We will always hold your information securely. To prevent unauthorized disclosure to your information, we have implemented strong physical and electronic security safeguards. We furthermore follow procedures as dictated in the Data Protection Act 1998 and the General Data Protection Regulation 2016/679. Please review our [Data Protection Policy](#) for more in-depth information of how we secure and protect your data.

7. Changes to this Privacy Statement

This Privacy Policy is effective as of 25th May 2018 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

8. Links from the Site

Our Site may contain links to other websites.

Please note that we have no control of websites outside the McFT.com domain. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.