

## Privacy Policy

We respect your right to privacy and are committed to protecting your information. This Privacy and Cookie Policy sets out to define how we (including Affiliates) collect and safeguard your information as well as how we use this information to improve our products and services for the benefit of all our customers.

The personal information you choose to share with us, along with data collected on how you use our Websites help us to better understand our customers as a group and as individuals. This then helps us to advise you on the products and services that meet your needs.

**ByteLink** is a trading name of **Evil Technology Limited**.

This Privacy Policy governs the manner in which Evil Technology Limited trading as ByteLink collects, uses, maintains and discloses information collected from users (each, a "User") of the following website [www.bytelink.co.uk](http://www.bytelink.co.uk) ("Site") including other URLs owned by Evil Technology Limited which redirect to [www.bytelink.co.uk](http://www.bytelink.co.uk). This privacy policy applies to the Site and all products and services offered by Evil Technology Limited.

## Definitions

The following definitions shall apply to the Privacy Policy and Cookie Policy;

**'Affiliates'** means those companies listed under the Affiliate Details section (as may be amended from time to time).

**'Information Commissioner'** means the Information Commissioner's Office in the United Kingdom.

**'Privacy and Cookie Policy'** means this privacy and cookies policy as may be updated from time to time.

**'United Kingdom'** means England, Scotland, Wales, Northern Ireland and the Channel Islands.

**'us', 'we', 'our'** means Evil Technology Limited.

**'Websites'** means collectively the websites at [www.bytelink.co.uk](http://www.bytelink.co.uk), [www.eviltech.co.uk](http://www.eviltech.co.uk), [www.eviltechnology.co.uk](http://www.eviltechnology.co.uk) and individually each website (as relevant).

**'you'** and **'your'** means a user of the Websites.

## What information do we collect and how do we use it?

We will at all times only collect and process your personal information in accordance with the General Data Protection Regulation 2018, the Privacy and Electronic Communications (EC Directive) Regulations 2015 as amended, and any other applicable data protection legislation including the following;

- information about your computer and about your visits to and use of our Websites (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and Website navigation paths);
- searches completed and preferences selected when using any of our Websites linked to this policy;

- information that you provide to us when registering with any of our Websites (including your name and email);
- information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (including your name and email);
- information that you provide when completing your profile on any of our Websites (including your name, email, telephone, mobile and date of birth);
- information relating to any purchases you make of our goods or any other transactions that you enter into through any of our Websites (including your name, email, address, phone number);
- information that you provide when you take part in promotions, prize draws, competitions, customer surveys and questionnaires;
- information that you give us when you contact us in writing or by phone; and
- any other personal information that you choose to send to us.

Finally, we may receive information about you from third parties who are legally entitled to disclose that information.

Please read this Privacy and Cookie Policy carefully. By using any of our Websites, you agree to the terms of this Privacy and Cookie Policy. If you do not agree to the terms of this Privacy and Cookie Policy, please stop using our Websites immediately.

#### Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

#### Web browser cookies

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

#### Information collected

The cookies on our Websites do not collect any sensitive information such as your name, address, email address, or any other contact details. The cookies our Websites use are split into three categories, Strictly Necessary Cookies, Functional Cookies and Performance Cookies.

#### *STRICTLY NECESSARY COOKIES*

These cookies perform important functions on our Websites. Without them we cannot provide you with basic features and normal website behaviour which you will expect from us. For this reason, you cannot disable these cookies.

#### *FUNCTIONAL COOKIES*

These cookies allow our Websites to remember choices you make and provide enhanced, more personal features. They may also be used to provide services or functionality you indicate you are interested in through interactions with our Websites. These cookies are only used to provide an

improved browsing experience and we do not pass information about the choices you make to any third party or other organisation.

#### *PERFORMANCE COOKIES*

These cookies collect general information about how visitors use our Websites to help us improve our Websites for everyone. For instance, we track which pages visitors go to most often and if they get error messages or broken links. These cookies do not collect personal information that identifies a visitor. All the information these cookies collect is aggregated and therefore anonymous.

We may make use of analytics tools from Google or Bing for this purpose.

#### How we use collected information

We may collect and use Users personal information for the following purposes:

##### To improve customer service

Information you provide helps us respond to your customer service requests and support needs more efficiently.

##### To send periodic emails

We may use the email address to respond to their inquiries, questions, and/or other requests.

You may opt out of receiving marketing communications using the contact details at the end of this page.

#### Is my information shared with anyone else?

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

#### How long will my data be retained?

We will keep your personal information only for as long as necessary to fulfil the purposes for which we are processing your personal information unless the law permits or requires longer. For example, we might need to keep your personal data to assist with any warranties that may exist.

#### How is my information kept safe?

We follow strict technical and organisation security procedures in the storage and disclosure of information, which you have given us. This is to prevent the loss, unauthorised access or unlawful processing of your personal information. We keep your information confidential and store it on a secure server which is password protected, hidden behind a firewall from the outside world.

However, whilst we have used our best efforts to ensure the security of your data, please be aware that we cannot guarantee the security of information transmitted over the Internet.

We (or Affiliates on our behalf) may store or process information that we collect about you within the European Economic Area adhering to the General Data Protection Regulation 2018, the Privacy

and Electronic Communications (EC Directive) Regulations 2015 as amended, and any other applicable data protection legislation.

### What are my rights?

You have certain rights in relation to your personal information, including the right to;

- request access to and obtain a copy of your personal information (Subject Access Request)
- rectification of your personal information if it is no longer accurate
- erasure of your personal information if our retention is no longer necessary for the purposes for which it was collected
- restrict or object to the processing of your personal information (in certain circumstances)
- data portability (if applicable)

If you wish to exercise any of your rights in relation to your personal information please send your request to us in writing using the contact details at the end of this page.

You also have the right to contact the Information Commissioner if you are unhappy with our privacy practices advised in this Privacy Policy.

### Affiliates

At this time, we do not have any affiliates to whom we share or export data.

### Misuse of personal data

Any improper collection or misuse of personal information is in violation of this Privacy Policy. Please report it by emailing [support@bytelink.co.uk](mailto:support@bytelink.co.uk)

You agree not to misuse any personal information available on our sites or to gather it or use robots or other automated scripts, codes or functionalities to do so.

We may immediately suspend or terminate your access to any of our Websites without notice if we become aware that you are in breach of applicable terms and conditions of use or of this Privacy Policy.

### Third party websites

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

### Changes to this privacy policy

Evil Technology has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### Contacting us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

Emailing us at: [support@bytelink.co.uk](mailto:support@bytelink.co.uk)

or by writing to us at:

Bytelink C/O Evil Technology Limited

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This document was last updated on 27<sup>th</sup> April 2020