
PRIVACY POLICY

BACKGROUND:

B-Cam Ltd understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, b-cam.net (“Our Site”) and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account”	means an account required to access and/or use certain areas and features of Our Site;
“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 13, below;
[“Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;]
“personal data”	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the [Data Protection Act 1998] OR [EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”)]; and
“We/Us/Our”	means B-Cam Ltd , a limited company registered in England under company number 08074453 whose registered office is at Watergates, Trelights, Port Isaac, Cornwall, PL29 3TJ, United Kingdom, and whose main trading address is Reading Enterprise Centre, Earley Gate University of Reading, Whiteknights Road, Reading, Berkshire, RG6 6BU, United Kingdom.

2. Information About Us

- 2.1 Our Site is owned and operated by ourselves, B-Cam Ltd.
- 2.2 Our VAT number is 144 529 313.
- 2.3 Our Data Protection Officer is Richard Hupe and can be contacted by email at datacontroller@b-cam.net.

- 2.4 We are regulated by the Information Commissioner's Office (ICO)
- 2.5 We are a member of the Information Commissioner's Office (ICO) and the British standard Institute.

3. **What Does This Policy Cover?**

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

4. **What Data Do We Collect?**

Depending upon your use of Our Site, we may collect some or all of the following personal and non-personal data (please also see section 13 on Our use of Cookies and similar technologies:

- 4.1 business/company name
- 4.2 IP address;
- 4.3 web browser type and version;
- 4.4 operating system;
- 4.5 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to.

5. **How Do We Use Your Data?**

- 5.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the GDPR at all times.
- 5.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:
 - 5.2.1 Providing and managing your access to Our Site;
 - 5.2.2 Supplying Our products and services to you (please note that We require your personal data in order to enter into a contract with you);
 - 5.2.3 Replying to emails from you;
- 5.3 You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- 5.4 We do not keep your personal data, all data are collected only through Google Analytics tool.

6. **How and Where Do We Store Your Data?**

- 6.1 We do not keep your personal data, all data are collected only through Google Analytics tool.

6.2 Data collected through Google Analytics tool are under control of Google GDPR policy.

7. How Can You Control Your Data?

In addition to your rights under the GDPR, set out in section 4, when you submit personal data via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details).

8. Our Use of Cookies

8.1 We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our services. We only use Google Analytics cookies through our Website.

8.2 All Cookies used by and on Our Site are used in accordance with current Cookie Law.

8.3 The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose	Strictly Necessary
_gid	Google analytics	No
_ga	Google analytics	No
_gat_gtag_UA_108342605_1	Google analytics	No

8.4 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

8.5 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

8.6 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

9. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at datacontroller@b-cam.net, by telephone on +44 (0)118 370 3293 or by post

at B-Cam Ltd, Reading Enterprise Centre, Earley Gate University of Reading, Whiteknights Road, Reading, Berkshire RG6 6BU. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you.

10. **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.