



# LPD Lab Services Ltd Privacy Policy

## 1 Introduction

This Privacy Policy describes LPD Lab Services Ltd our collection, use, disclosure, retention and protection of your personal information. This Privacy Policy applies to our website and the services we offer that reference this Privacy Policy. Where you provide us with your personal information in any of the ways described in section 2 below, you agree that we may collect, store and use it: (a) in order to perform our contractual obligations to you; (b) based on our legitimate interests for processing (i.e. for internal administrative purposes, data analytics and benchmarking (see section 3 below for more information), direct marketing, maintaining automated back-up systems or for the detection or prevention of crime); or (c) based on your consent, which you may withdraw at any time, as described in this Privacy Policy.

This Privacy Policy applies to all services offered by LPD Lab Services Ltd (a company incorporated in England with company registration number 06479017 and whose registered office address is Charles & Co, 480 Chester Road M16 9HE Manchester).

## 2 How We Collect Information

### 2.1 Information About You

We collect information about you and any other party whose details you provide to us when you contact us by

telephone, fax, SMS, email or post.

We also collect information from your devices (including mobile devices) and applications you use to access our website (for example, we may collect the device identification number and type, location information and connection information such as statistics on your page views, traffic to and from the site, referral URL, ad data, your IP address). We may do this using cookies or similar technologies (as described in section 11 below).

### 2.2 Providing us with information about others

If you provide us with personal information about someone else, you are responsible for ensuring that you comply with any obligation and consent obligations under applicable data protection laws in relation to such disclosure. In so far as required by applicable data protection laws, you must ensure that you have provided the required notices and have obtained the individual's explicit consent to provide us with the information and that you explain to them how we collect, use, disclose and retain their personal information or direct them to read our Privacy Policy.



### 3 How We Use Your Information

We use your information to:

- provide any information and services that you have requested or any services that you have ordered;
- compare information for accuracy and to verify it with third parties;
- provide, maintain, protect and improve any products, services and information that you have requested from us;
- manage our relationship with you (for example, customer services and support activities);
- provide you with any information that we are required to send you to comply with our regulatory or legal obligations;
- detect, prevent, investigate or remediate, crime, illegal or prohibited activities or to otherwise protect our legal rights (including liaison with regulators and law enforcement agencies for these purposes);
- contact you to see if you would like to take part in our customer research (for example, feedback on your use of our applications, products and services);
- to monitor, carry out statistical analysis and benchmarking, provided that in such circumstances it is on an aggregated basis which will not be linked back to you or any living individual;
- deliver targeted advertising, marketing or information to you which may be useful to you, based on your use of our services;

We retain information about you after we have delivered specific services, or if you have enquired about LPD services but have decided you do not proceed to engage our services. This information will be held and used for as long as permitted for legal, regulatory, fraud prevention and legitimate business purposes.

Our website may contain technology that enables us to:

- check specific information from your device or systems directly relevant to your use of the website to make sure the website is being used to troubleshoot any problems;
- obtain information relating to any technical errors or other issues with our website;
- collect information about how you and users use the website services,
- gather statistical information about the operating system and environment from which you access our applications or services.

You can manage your privacy settings within your browser.



In addition to the purposes described in this section 3, we may also use information we gather to deliver targeted advertising, marketing or information to you which may be useful, based on your use of the website, services or any other information we have about you

Sections 5 and 6 of this Privacy Policy provides further details on how we will do this.

We may monitor and record our communications with you, including e-mails and phone conversations. Information which we collect may then be used for training purposes, quality assurance, to record details about our website and services we offer in order to meet our legal and regulatory obligations generally.

### 3.1 Data analytics and benchmarking

We may use information generated and stored during your use of our services for our legitimate business interests to enable us to give you the best service and/or solutions and the best experience. These purposes include to:

- deliver advertising, marketing (including in-product messaging) or information to you which may be useful to you, based on your use of services;
- carry out research and development to improve our services, products and applications;
- develop and provide new and existing functionality and services (including statistical analysis, benchmarking and forecasting services); and

You have the right to object to processing based on our legitimate interests, and if you wish to do so, please contact us at [privacy@lpdlabservice.co.uk](mailto:privacy@lpdlabservice.co.uk) to discuss this further. If you object, this may affect our ability to provide certain services and/or solutions for your benefit.

## 4 Sharing Your Information

We may share your information with:

- our service providers and agents (including their sub-contractors) or third parties which process information on our behalf (e.g. internet service and platform providers, payment processing providers and those organisations we engage to help us send communications to you) so that they may help us to provide you with the products and services you have requested or which we believe is of interest to you;



- third parties used to facilitate payment transactions, for example clearing houses, clearing systems, financial institutions and transaction beneficiaries;
- credit reference and fraud prevention agencies;
- regulators to meet LPD Lab Services Ltd's legal and regulatory obligations;
- law enforcement agencies so that they may detect or prevent crime or prosecute offenders;
- any third party in the context of actual or threatened legal proceedings, provided we can do so lawfully (for example in response to a court order);
- any third party in order to meet our legal and regulatory obligations, including statutory or regulatory reporting or the detection or prevention of unlawful acts;
- our own and LPD Lab Services Ltd's professional advisors and auditors for the purpose of seeking professional advice or to meet our audit responsibilities;
- another organisation if we sell or buy (or negotiate to sell or buy) any business or assets;
- another organisation to whom we may transfer our agreement with you
- Government departments where reporting is mandatory under applicable law.

We may share non-personally identifiable information about the use of our website, applications, products or services publicly or with third parties but this will not include information that can be used to identify you.

## 5 Marketing

Occasionally, we may use your information to contact you with details about our products and services which we feel may be of interest to you. We may wish to contact you for this purpose by telephone, post, SMS or email. You have the right at any time to stop us from contacting you for marketing purposes. You may also request at any time that we do not share your information with third parties referred to in this paragraph. If you wish to exercise these rights you can do so by selecting your contact preferences at the point where you provide us with your information on our websites, applications or services, using any preference centres we give you access to or by sending us an email to [privacy@lpdlabservice.co.uk](mailto:privacy@lpdlabservice.co.uk) You can also unsubscribe from any email marketing using the links provided in the emails we send to you.



## 6 Your Information and Your Rights

If you are based within the EEA or within another jurisdiction having similar data protection laws, in certain circumstances you have the following rights:

- the right to be told how we use your information and obtain access to your information;
- the right to have your information rectified or erased or place restrictions on processing your information;
- the right to object to the processing of your information e.g. for direct marketing purposes or where the processing is based on our legitimate interests;
- where the processing of your information is based on your consent, the right to withdraw that consent subject to legal or contractual restrictions;
- the right to object to any decisions based on the automated processing of your personal data, including profiling,
- the right to lodge a complaint with the supervisory authority responsible for data protection matters (e.g. in the UK, the Information Commissioner's Office).

If you request a copy of your information you may be required to pay a statutory fee.

If we hold any information about you which is incorrect or if there are any changes to your details, please let us know by so that we can keep our records accurate and up to date.

If you withdraw your consent to the use of your personal information for purposes set out in our Privacy Policy, we may not be able to provide you with access to all or parts of our website, applications, and services.

We will retain your personal information for the duration of our business relationship and afterwards for as long as is necessary and relevant for our legitimate business purposes, in accordance with the LPD Lab Services Ltd Data Retention, Marking and Destruction Policy or as otherwise permitted by applicable laws and regulations. Where we no longer need your personal information, we will dispose of it in a secure manner (without further notice to you).

## 7 Changes to Our Privacy Policy

We may change this Privacy Policy from time to time. However, we will not reduce your rights under this Privacy Policy. We will always update this



Privacy Policy on our website, so please try to read it when you visit the website (the 'last updated' reference tells you when we last updated this Privacy Policy).

## 8 Security and Storage of Information

We will keep your information secure by taking appropriate technical and organisational measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage. We will do our best to protect your personal information but we cannot guarantee the security of your information which is transmitted to us via our website, using email or other electronic forms of communication services via an internet or similar connection

## 9 Transfers Outside of the European Economic Area

Personal information in the European Union is protected by data protection laws but other countries do not necessarily protect your personal information in the same way.

Our website may also be hosted in the United States or otherwise outside of the EEA (which means all the EU countries plus Norway, Iceland and Liechtenstein) ("EEA") and this means that we may transfer any information which is submitted by you through the outside the EEA to the United States or to other territories outside of the EEA. When you send an email to us, this will also be stored on our email servers which maybe hosted outside of the EEA.

## 10 Other Sites

If you follow a link from our website to another site, this Privacy Policy will no longer apply. We are not responsible for the information handling practices of third party sites or services and we encourage you to read the privacy notices appearing on those sites or services.

## 11 Cookies, Analytics and Traffic Data

### 11.1 Cookies

Cookies are small text files which are transferred from our website.

**Cookies** are text files put on your computer to collect standard internet log information and visitor behaviour information. This information is then used to track visitor use of the website and to create statistical reports on



website activity. For more information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. Please note in a few cases some of our website features may not function because of this.

## 11.2 **Analytics** – eg how visitors use our website

We use Google Analytics to store information about how visitors use our website so that we may make improvements and give visitors a better user experience.

Google Analytics is a third-party information storage system that records information about the pages you visit, the length of time you were on specific pages and the website in general, how you arrived at the site and what you clicked on when you were there. These cookies do not store any personal information about you eg name, address etc and we do not share the data. You can view their privacy policy below:

Google - <http://www.google.com/intl/en/policies/privacy/>

## 11.3 IP addresses

An IP or Internet Protocol Address is a unique numerical address assigned to a computer as it logs on to the internet. LPD Lab Services Ltd do not have access to any personal identifiable information and we would never seek this information. Your IP address is logged when visiting our site, but our analytic software only uses this information to track how many visitors we have from particular regions.

## 11.4 Internet Based Advertising

We use Google Adwords advertising services and as such there are tracking codes installed on our website so that we can manage the effectiveness of these campaigns. We do not store any personal data within this type of tracking.

## 11.5 How to disable cookies

You may be able to configure your browser or our website, application or service to restrict cookies or block all cookies if you wish, however if you disable cookies you may find this affects your ability to use certain parts of our website, applications or services. For more information about cookies



and instructions on how to adjust your browser settings to accept, delete or reject cookies, see the [www.allaboutcookies.org](http://www.allaboutcookies.org) website.

## 12 Further Information

If you have any queries about how we treat your information, the contents of this Privacy Policy, your rights under local law, how to update your records or how to obtain a copy of the information that we hold about you, please write to our Data Compliance Officer, at LPD Lab Services Ltd, D Building, Glenfield Business Park, Philips Road Blackburn, BB1 5RZ. Alternatively, you can email to [privacy@lpdlabservices.co.uk](mailto:privacy@lpdlabservices.co.uk).