



Personal Data Protection / Privacy Policy

Data privacy is of high importance for Fluidic Limited, and we want to be open and transparent about how we use your personal data.

Our Data Protection/Privacy Policy provides important details on how we process and protect your personal data.

This policy explains the what, how and why of the information we collect when you visit our website, buy our products or use our services. It also outlines the specific ways we use and disclose that information. We take your privacy extremely seriously, and we never sell lists or email addresses.

What types of personal data do we process?

We might process the following personal data and information that can be used to identify you:

- Full name
- Email
- Phone Number
- Organisation
- Country
- Job Title
- Industry
- Department
- Information about how you browse our website or use our services (find more information under the section “cookies”)
- Your geographic location (indicated by your IP address or GPS information)
- Other contact information related to you or your workplace that we require to deliver our products and services

Why and how we use your personal data

We will use your personal data to optimize your digital experience through personalised, relevant marketing content. We base our findings on your browsing behaviour, previous purchases, what you have clicked on and information you have submitted to us. We will use the information we receive for purposes such as:

- Completing your registration to an event, e-learning platform or webinar
- Sending relevant newsletters with information about events, application stories, webinars, and news
- Completing surveys and statistics
- Responding to your inquiries of any nature
- Maintaining and updating our list of contact persons and details and/or customer/supplier relationship management system information
- Serving relevant marketing communications through services such as Facebook, LinkedIn or Twitter
- Complying with legal obligations

fluidic

Personal Data Protection / Privacy Policy

Cookies

A cookie is a small text file that is saved to, and during, subsequent visits, retrieved from your computer or mobile device. If you use our services, we will assume that you agree to the use of cookies. A cookie cannot collect information from your computer and cannot carry any virus. By browsing our website, you consent to our use of cookies.

Fluidic Limited uses cookies to track how our users navigate the website for analytical purposes and to save any user preferences. We analyse statistics to find more suitable ways of producing and displaying our content to achieve a better user experience.

We use third-party cookies to perform cross-site tracking, which allows us to market in other sites/channels such as LinkedIn and Facebook.

You can easily erase cookies from your computer or mobile device using your browser. For instructions on how to handle and delete cookies, please look under "Help" in your browser. You can choose to disable cookies or receive a notification each time a new cookie is sent to your computer or mobile device.

Who can access your data?

Fluidic Limited will never pass on, sell or swap your data for marketing purposes to third parties outside our organisation.

We may use third-party cookies such as Google Analytics to compile and store anonymous statistics about browsing patterns or site behaviour and build a demographic profile. This data is collected along with other visitor data to form a collective analytics report.

It is important to note that this data is not personally identifiable and is used only for reporting/statistical purposes. Again, if you do not consent to this you must immediately stop using our website and delete your cookies.

Fluidic Limited can be bound to share information with legal authorities. Please be aware that such recipients will have an independent right or obligation to process your personal data.

How long do we save your data?

We will keep your data for direct marketing purposes until you withdraw your consent.

Safeguarding your information

We take reasonable and appropriate measures to protect personal information from loss, misuse and unauthorised access, disclosure, alteration and destruction, taking into account the risks involved in the processing and nature of the personal information.

Emails are stored in Microsoft Outlook, our ACT data base and SAGE Accounts 50 System, on our own servers. These applications are all on our own servers protected by appropriate organisational and technical security measures such as anti-virus software, firewalls and encryption to avoid unauthorised access.



Personal Data Protection / Privacy Policy

We have taken reasonable measures to ensure deletion or anonymity of your personal data when it is no longer needed for the purposes for which it was collected and subsequently processed.

Your right to withdraw your consent

You have the right to withdraw your consent for the processing of your personal data. You can opt-out from direct marketing by following the instructions in each marketing email or by contacting Fluidic Limited via the contact form on our website or via phone.

Your rights

You have the right to request information about the personal data we hold on you at any time.

You may request to access, correct, amend or delete information we hold about you by contacting us. Unless prohibited by law, we will remove any personal information about you from our servers at your or their request. There is no charge for an individual to access or update their personal information.

We do our best to keep your data accurate and up to date, to the extent that you provide us with the information we need to do so.

If your data changes (for instance, you have a new email address), then you are responsible for notifying us of those changes.

Complaint

If you believe Fluidic Limited has processed your personal data incorrectly, we encourage you to contact us.

If at any time, you believe that we have infringed upon your rights according to the personal data processing regulation, you can also lodge a complaint with the relevant supervisory authority.

Updates to our Privacy Notice

We may need to update our Privacy Notice. The latest version of the Privacy Notice is always available on our website. We will communicate any material changes to the Privacy Notice, such as the purpose of why we use your personal data, the identity of the Controller or your rights.

Contact

If you have any inquiries about your data, please contact us at:

Fluidic Limited
Unit B Fullarton Court
Cambuslang
Glasgow, G32 8EY
United Kingdom

Tel: +44 (0) 141 641 5920