

1. Introduction

Hypertec's Privacy Policy sets out the ways Hypertec processes personal data. This Privacy Policy only relates to personal data collected by Hypertec via the Hypertec owned websites, event and exhibition forms, emails and telephone calls. Any personal data collected by Hypertec is used in accordance with UK data protection legislation.

This Privacy Policy does not apply to personal data provided to Hypertec by any other means or via any other website. Users should be aware that if they access other websites, using the links provided, these are outside our control. If they provide personal data to other companies, the privacy policies of those companies determine the uses to which that information is put and Hypertec's Privacy Policy will no longer apply.

2. The Data Protection Act 1998

The Hypertec websites comply with the principles of the Data Protection Act 1998.

3. Use Made of Personal Information

Personal information provided to Hypertec via the websites, event and exhibition forms, emails and telephone calls will be used for the purposes outlined at the time of collection or registration.

In addition, personal information may be used for statistical analysis.

Personal data will be collected and processed by Hypertec for the following purposes (1) to provide goods and services requested, (2) administration and (3) marketing, advertising and promotions, notification of events, and exhibitions.

Processing personal data for the above purposes may entail sharing the information with employees, contractors, agents and professional advisors of Hypertec. However, written agreements exist between Hypertec and such parties that there must be no further disclosure of such personal data.

From time to time Hypertec will share personal information, with selected third parties for the engagement in joint marketing activities. However, you are free to elect not to receive marketing communications from such third parties by emailing marketing@hypertec.co.uk.

Hypertec will not sell, trade or rent Your personal data to others. In particular Hypertec will not sell, trade or rent Your e-mail addresses to third parties for unsolicited e-mail communications.

Hypertec will never willfully disclose any of Your individually identifiable personal data to any third party in breach of this Privacy Policy, unless such disclosure is necessary to (1) comply with any legal obligation incumbent upon Us or (2) in order to protect Our legitimate interests. Notwithstanding the foregoing, We may in the future supply Your personal data to trustworthy third parties, but You can tell Us not to by sending a blank e-mail message to marketing@hypertec.co.uk

4. Consent

By providing personal data to Hypertec users consent to the processing of such data by Hypertec as described in this Privacy Policy. Users can alter their preferences as described below.

5. Use of Data For Direct Marketing Purposes

At each point of data collection or registration users are given the appropriate means to opt-out of receiving future direct marketing material from Hypertec. Where users do not opt-out of such communications, Hypertec may provide information on products, events and exhibitions, promotions and sales. If at any time users want Hypertec to stop sending such communications they should write to:

Data Controller
Hypertec Ltd
2 Swangate
Charnham Park
Hungerford
Berkshire
RG17 0YX

6. Verifying, updating and amending your personal information

If, at any time, a user wants to verify, update or amend their personal data they may write to:

Data Controller
Hypertec Ltd
2 Swangate
Charnham Park
Hungerford
Berkshire
RG17 0YX

Verification, updating or amendment of personal data takes place within 10 working days of receipt of the request.

7. Cookies

A "cookie" is a small text file that is placed on a user's computer hard drive by a website. There are several types of cookie and the most common are often referred to as 'session' cookies. These are used to keep track of information needed by a user as they travel from page to page within a website. These cookies have a short lifetime and expire within a few minutes of the user leaving the site.

Other types of cookies can be used to track internet activity after the user has left a website. These are usually sponsored by organisations external to the website being visited and are generally known as 'third party' cookies. These usually have a long lifetime with several months being quite common. They are 'harvested' and 'refreshed' whenever the user visits a page where the same or a similar cookie is being used.

Hypertec may at times use benign, short lived 'session' cookies to tell whether a website user has logged in and to personalise the user's visit to the website. They are also used to track anonymously which areas of the site are popular and which are not used, this allows us to target carefully our website resources and marketing activities.

Hypertec at times will also use cookies in its email communications to personalise the email and track whether the mail has been opened or read and whether the recipient has used any website links contained in the email communication. This allows us to monitor and improve our email communications and website.

Internet browsers normally accept cookies by default; however, it is possible to set a browser

to reject cookies. If this is done it is important not to exclude the benign and useful session cookies. Choose an option that rejects all third party and long lived cookies.

8. Links to Third Party Websites

This Privacy Policy applies solely to the personal data collected by Hypertec and does not apply to third party websites.

Hypertec is not responsible for the privacy policies of third party websites. Hypertec advises users to read the privacy policies of other websites before registering any personal data.

9. Security

Hypertec holds your personal data in accordance with the security provisions of the UK data protection legislation.

If you have any questions about security please contact the Hypertec on 0870 243 5603.

10. Notification of Changes

Hypertec will notify all members of any changes it makes to its Privacy Policy. If the Hypertec decides to change its Privacy Policy, it will post such changes on this page so that you are always aware of how the Hypertec uses your personal data.

Users have the right to ask Hypertec, in writing, for a copy of all the personal data held about them upon payment of a fee ("subject access request") and to request that Hypertec correct any inaccuracies in that information.