



LakeRidge Solutions

Privacy Policy

Privacy policy and notice of lakeridgesolutions.co.uk. In this document, “we” or “us” refer to LakeRidge Solutions Ltd.

Our registered office is at:
Lakeridge Solutions Limited
Robert Robinson Avenue,
Oxford Science Park
Oxford
OX4 4G

Tel: 01184 400105

This is a notice to tell you our policy about all information that we record about you. It covers both information that could identify you and information that could not.

We are extremely concerned to protect your privacy and confidentiality. We understand that all users of our web site and services are quite rightly concerned to know that their data will not be used for any purpose unintended by them and will not accidentally fall into the hands of a third party. Our policy is both specific and strict. It complies with UK law and with the laws of all jurisdictions of which we are aware. If you think our policy falls short of your expectations or that we are failing to abide by our policy, do please tell us.

We regret that if there are one or more points below with which you are not happy, your only recourse is to leave our website immediately.

Except as set out below, we do not share, or sell, or disclose to a third party, any personally identifiable information collected at this site.

Here is a list of the information we collect from you, either through our website or because you give it to us in some other way, and why it is necessary to collect it:

1. Business and personal information

This includes basic identification and contact information, such as your name and contact details and also includes all information given to us in the course of your business and ours, such as information you give us in your capacity as our client. We undertake to preserve the confidentiality of the information and of the terms of our relationship. It is not used for any other purpose. We expect you to reciprocate this policy.

This information is used:

1. to provide you with the services which you request;
2. for verifying your identity for security purposes;
3. for marketing our services and products where appropriate;

4. information which does not identify any individual may be used in a general way by us or third parties, to provide class information, for example relating to demographics or usage of a particular page or service (e.g. Google Analytics).

We keep information, which forms part of our business record for a minimum of six years. That is because we may need it in some way to support a claim or defence in court. That is also the period within which our tax collecting authorities may demand to know it.

2. Your e-mail address, contact information, activity on our website.

This information is recognised by our servers and the pages that you visit are recorded. We shall not under any circumstances, divulge your e-mail address to any person who is not an employee or contractor of ours and who does not need to know, either generally or specifically. This information is used:

1. to correspond with you or deal with you as you expect;
2. in a collective way not referable to any particular individual, for the purpose of quality control and improvement of our site;
3. to send you news about the services for which you have signed up;
4. to tell you about other of our services.

3. Website usage information

We may use software embedded in our website (such as Google Analytics) to collect information about pages you view and how you have reached them, what you do when you visit a page, the length of time you remain on the page, and how we perform in providing content to you. This is not personally identifiable information.

5. Financial information relating to your credit cards

No financial information is processed by this website. Any payment for our services will be regulated processors such as our banks or Paypal. Any payments are made securely via them and we do not have access to any credit card information.

6. Information we obtain from third parties

Although we do not disclose your personal information to any third party (except as set out in this notice), we do receive data which is indirectly made up from your personal information, from software services such as Google Analytics. No such information is identifiable to you.

7. Cookies

Cookies are small text files that are placed on your computer's hard drive through your web browser when you visit any web site. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Like all other users of cookies, we may request the return of information from your computer when your browser requests a web page from our server. Cookies enable our web server to identify you to us, and to track your actions and the pages you visit while you use our

website. The cookies we use may last for a single visit to our site (they are deleted from your computer when you close your browser), or may remain on your computer until you delete them or until a defined period of time has passed.

Although your browser software enables you to disable cookies, we recommend that you allow the use of cookies in order to take advantage of the features of our website that rely on their use. If you prevent their use, you will not be able to use all the functionality of our website. Here are the ways we use cookies:

1. to record whether you have accepted the use of cookies on our web site. This is solely to comply with the law. If you have chosen not to accept cookies, we will not use cookies for your visit, but unfortunately, our site will not work well for you.
2. to allow essential parts of our web site to operate for you.
3. to collect information about how visitors use our site. We use the information to improve your experience of our site and enable us to increase sales. This cookie collects information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from, and the pages they visited.
4. When you send a message, we collect the data you have given to us in that message in order to obtain confirmation that you are entitled to receive the information and to provide to you the information you need. We may record your request on our CRM system.

9. Complaining

When we receive a complaint, we record all the information you have given to us. We use that information to resolve your complaint. If your complaint reasonably requires us to contact some other person, we may decide to give to that other person some of the information contained in your complaint. We do this as infrequently as possible, but it is a matter for our sole discretion as to whether we do give information, and, if we do, what that information is.

We may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

10. Marketing

Some of the data we collect may be from marketing activities from channels such as (and not exclusively) social media, webinars, events or advertising. Typically, where a potential customer has submitted personal information to take part in an event, such as a webinar or trade show, we will provide that person with the opportunity to choose whether they receive further marketing information from us. Anyone can opt-in or unsubscribe at any time by contacting us here or via unsubscribe links on marketing. We never share any data we collect with third parties unless we are conducting an event in partnership with another business. In that instance, this will be made clear to all participants. For existing clients, we operate under the basis of legitimate interest but they can also unsubscribe at any time. Any data we collect will be held on our CRM which is on European servers.

11. Re-marketing



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We may use re-marketing from time to time. This involves Google or some other supplier placing a tag or marker on our website in order to be able to serve to you an advert for our products / services when you visit some other website.

11. Disclosure to Government and their agencies

We are subject to the law like everyone else. We may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

12. Compliance with the law

This confidentiality policy has been compiled so as to comply with the law of every jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your country, we should like to hear from you, but ultimately it is your choice as to whether you wish to use our website.

13. Review or update personally identifiable information

At any time, you may review or update the personally identifiable information that we hold about you, by contacting us at the address below. To better safeguard your information, we will also take reasonable steps to verify your identity before granting access or making corrections to your information.

25. Data may be “processed” outside the UK but under the Privacy Shield

Our website is housed on servers in Europe. We also use outsourced services in countries outside the EU from time to time in other aspects of our business. Accordingly, data obtained within the UK may be “processed” outside the UK and data obtained in any other country may be processed within or outside that country. However, our suppliers are fully certified under the EU-US Privacy Shield Framework.

If you have any question regarding the privacy policy, please contact us through the contact page.