

Privacy Policy

Privacy Policy

This privacy policy relates only to Inspectron and could be referred to (“we”, “us”, or “our”) within this document.

Personal data is any information that relates to an identified or identifiable living individual. Different pieces of information, such as, your name, title, phone number, email address, or mailing address, which collected together can lead to the identification of a particular person, also constitutes personal data.

This privacy policy explains how we use, obtain, process and protect any personal information we collect about you, when you use this website, complete an online contact us form, leave your contact details with us at a trade show or contact us by other means.

If you have any questions about this privacy policy, please contact us at info@inspectron.com

Your Privacy

We are committed to maintaining the trust and confidence of our visitors to our web site and our clients. In particular, we want you to know that Inspectron is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. In this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

Collection and Use of Personal Information

In general, you can browse our web site without giving us any personal information. We use several products to analyse traffic to this web site in order to understand our visitors' needs and to continually improve our site for them, further described below in **Cookies Policy**. We collect only anonymous, aggregate statistics. However, there are additional activities on our website or externally that may require you to give us some of your information.

For example:

- **Website 'Contact us' form.** As part of the process, we collect personal information via the website form, which is emailed to us and stored in our secure email system. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied.
- **Trade/Exhibition events.** If you leave your contact details with us at a trade/exhibition event, we may use your information to contact you to further an enquiry.
- **Marketing communications.** If you have signed up to receive marketing communication from us, you consent that we may contact you now and again to let you know about campaigns we're currently working on; to check our records are right and to check every now and then that you're happy and satisfied. Our marketing campaign communications are generally sent by email.
- **Contacting our offices.** When you contact our offices to make a business enquiry, we may use your information to contact you to further an enquiry.
- **'Do Business' with us.** To carry out normal business process or make commercial transactions, we will require data to complete this action.

Protection of your personal information

We strive to offer a high level of security of the data we have collected, stored at our facilities, (IT) systems and premises, by physical security measures, passwords, company procedures policies and skilled IT support. A strictly restricted quantity of individuals have access to your personal information.

We use Salesforce a Customer relationship management (CRM) to professionally manage contact information.

Access to your personal information

You are entitled to view, amend, or delete your personal information that we hold. You may make your request by email at: info@inspectron.com or write to us at: Inspectron, Unit 12, Mooracre, Frome, Somerset, BA11 4RL, UK.

Cookies Policy

Cookies and how they Benefit You

Our website uses cookies, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites

Our cookies help us:

- Make our website work as you'd expect
- Improve the speed/security of the site
- Continuously improve our website for you
- Make our marketing more efficient (ultimately helping us to offer the service we do at the price we do)

We do not use cookies to:

- Collect any personally identifiable information (without your express permission)
- Collect any sensitive information (without your express permission)
- Pass data to advertising networks
- Pass personally identifiable data to third parties
- Pay sales commissions

You can learn more about all the cookies we use below

Granting us permission to use cookies

If the settings on your software that you are using to view this website (your browser) are adjusted to accept cookies, we take this, and your continued use of our website, to mean that you consent with the use of cookies from our site. Should you wish to remove or not use cookies from our site you can learn how to do this below, however doing so will likely mean that our site will not work quite as we would expect.

More about our Cookies

Website Function Cookies

- Cookies for our own functions - Our site cookies to make our website work including: There is no way to prevent these cookies being set other than to not use our site.
- Cookies for third party functions - Our site, like most websites, includes functionality provided by third parties. An example is an embedded YouTube video. Our site includes the following which use cookies:
 - YouTube - [Privacy Policy](#) powers the videos on our site
 - Google - [Privacy Policy](#)

Disabling these cookies will likely break the functions offered by these third parties

Anonymous Visitor Statistics Cookies

We use cookies to compile visitor statistics such as how many people have visited our website, what type of technology they are using (e.g. Mac or Windows which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website. These so called analytics programs also tell us if, on an anonymous basis, how people reached this site (e.g. from a search engine) and whether they have been here before helping us to put more money into developing our services for you instead of marketing spend.

We use:

- Google Analytics
- Upland Software Leadlander

Turning Cookies Off

You can usually switch cookies off by adjusting your browser settings to stop it from accepting cookies (Learn how [here](#)). Doing so however will likely limit the functionality of ours and a large proportion of the world's websites as cookies are a standard part of most modern websites. It may be that your concerns around cookies relate to so called "spyware". Rather than switching off cookies in your browser you may find that anti-spyware software achieves the same objective by automatically deleting cookies considered to be invasive. Learn more about [managing cookies with antispyware software](#).

Third Parties

We use the following third parties to process your personal information on our behalf, and they comply with GDPR legislation. Their privacy policies are linked below.

- Salesforce (Customer relationship management (CRM)) - [Salesforce Privacy Policy](#)
- MailChimp (Marketing automation and email marketing service) - [MailChimp Privacy Policy](#)
- Google Analytics (website analytics) - [Google Privacy Policy](#)
- Upland Software Leadlander (website analytics) - [LeadLander Privacy](#)

Other websites

Our website contains links to other websites. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policies.

Changes to our privacy policy

We will review and update this policy as and when required. This privacy policy was last updated on 25 May 2018.