



## **Our data privacy policy.**

### **How we use and protect your data (our Privacy Policy)**

'SPHYR Ltd' is a Private Limited Company registered in England

Registered Company Number: 13728900

Registered Address: 45, West Hill Road, St. Leonard On Sea, TN38 0NA.

SPHYR Ltd is committed to protecting and preserving the privacy of our visitors when visiting our site or communicating electronically with us. This Privacy Policy applies to all companies and subsidiaries that are owned by SPHYR Ltd.

This Policy explains when and why we collect personal information about people who visit our website or sign up to our mailing lists – including how we use this data and how we keep it secure. Whilst we will keep all of your personal information confidential, we reserve the right to disclose this information in the circumstances as set out within this policy. We confirm that we will keep the information on a secure server and that we will comply fully with all applicable UK Data Protection legislation and regulations in force and will update accordingly should legislation change in the future.

If required by legislation we may change this Policy from time to time.

Any questions regarding this Policy and our privacy practices should be sent by email [rayne@mghz.co.uk](mailto:rayne@mghz.co.uk)

### **Who are we?**

SPHYR Ltd is an independent UK-based technical and specialist cleansing business.

### **How do we collect information from you?**

We obtain information about you when you complete our online enquiry form or contact us directly.

### **What type of information is collected from you?**

The information we have collected from you may include your phone number, date of birth, gender as well as IP address along with your email address.

The only information we track from your interaction with our website is as follows: Google Analytics tracking uses cookies in order to provide meaningful reports about site visitors. However, Google Analytics cookies do not collect personal data about website visitors

### **IP Addresses**

We may collect information about your computer, including but not limited to (where available), your IP address, operating system and browser type for administration purposes and to produce internal reports. This is statistical data relating to a web user's browsing actions and patterns and does not specifically identify you as an individual.

### **How is your information used?**

'SPHYR Ltd' is a Private Limited Company registered in England  
Registered Company Number: 13728900  
Trading Address: 45 West Hill Road, St. Leonard On Sea, TN38 0NA



We may use your information:

- to make initial contact you following your enquiry
- to follow up further on your enquiry if required
- to ensure that the content on the site is presented in the most efficient way for you and the computer that you are using;
- to enable you to participate in interactive features of the site;
- to provide you with information relating to our website, product or our services that you request from us;
- to provide you with information on other products that we feel may be of interest to you in line with those you have previously expressed an interest in via our website;
- to process a booking you have made;
- to meet our obligations arising from any contracts entered into by you and us;
- to seek your views or comments on the services we provide;
- to notify you about any changes to our website, including improvements, and service or product changes;
- to send you communications which you have requested and that may be of interest to you. These may include information about stays, events, promotions, offers, job offers, information about the hotel and the surrounding area and replies to requests and bookings enquiries/confirmations
- for our internal purposes including statistical or survey purposes, quality control, site performance and evaluation in order to improve our website;
- to administer this website; and
- if you consent, to notify you of products or special offers that may be of interest to you.

We review our retention periods for personal information on a regular basis. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

#### **Who has access to your information?**

Only us. We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

#### **How Do I opt out?**

You have a choice about whether or not you wish to receive information from us. If you wish to receive direct marketing communications from us simply click the 'unsubscribe' or 'change preferences' link at the bottom of marketing emails sent to you or email [rayne@sphyr.co.uk](mailto:rayne@sphyr.co.uk) we will process your request within 7 days

We will not contact you for marketing purposes unless you have given your prior consent. We will not contact you for marketing purposes if you have indicated that you do not wish to be contacted.

#### **Your Rights**

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: [rayne@sphyr.co.uk](mailto:rayne@sphyr.co.uk)

You have the right to ask for a copy of the information Mega Hertz Ltd hold about you – please contact us at: [rayne@sphyr.co.uk](mailto:rayne@sphyr.co.uk)



### **Profiling**

We may analyse your personal information to create a profile of our customers so that we can drive content that is relevant.

### **Use of 'cookies'**

Like many other websites, the SPHYR Ltd websites uses cookies – however we do not do this directly, we simply use Google Analytics cookies in order that we can monitor how visitors interact with our website in order to continually improve the user experience. Google Analytics tracking uses cookies in order to provide meaningful reports about site visitors. However, Google Analytics cookies do not collect personal data about website visitors. You are made aware of the use of cookies when you visit our websites and it is possible to switch off cookies by adjusting your browser preferences or using a dedicated browser extension.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access using links or hyperlinks from our website.

In addition, if you were referred to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third party site.

### **Those aged 16 or Under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

### **Transferring your information outside of Europe**

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

### **Third Party Processing**

SPHYR Ltd utilises the services of a third party organisation to process your personal data. As the data controller, Global Production Squad Limited determines the purposes and means of the processing of that data. SPHYR Ltd ensures that any third party processor is fully compliant under GDPR. We confirm that we take adequate steps in order to ensure that this data is processed lawfully.

If you wish to see all third-party processors, please email [rayne@sphyr.co.uk](mailto:rayne@sphyr.co.uk) and we will promptly send you a current list.



**Review of this Policy**

We keep this Policy under regular review. This Privacy Policy is v1.1 and was last updated in November 2021.