

Privacy Policy

This document details the Skye Direct Privacy Policy. Skye Direct is committed to protecting your privacy and personal data.

This document is designed to inform you how we look after your personal data when you visit our website (regardless of where you visit it from) or use any of our services, and tell you about your privacy rights and how the law protects you.

Data Protection Act 2018

This legislation replaces the Data Protection Act 1998 and gives more rights to you as an individual and more obligations to organisations holding your personal data. One of the rights is a right to be informed, which means we have to give you even more information than we do now about the way in which we use, share and store your personal information.

This privacy notice helps you understand your rights, so you can access this information, along with information about the increased rights you have in relation to the information we hold on you and the legal basis on which we are using it.

How we use your information

This privacy notice tells you what to expect when Skye Direct collects personal information. It applies to information we collect about:

- visitors to our websites;
- current customers;
- people who have bought from us in the past;
- our suppliers; and
- job applicants, current and former employees (further information regarding this group is available via our Recruitment Policy).

Visitors to our websites

When someone visits www.skye-direct.com we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way that does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

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Use of cookies by Skye Direct

A cookie is a small file that asks permission to be placed on your computer's hard drive. By using our website, you are agreeing your acceptance to allow our site to take this cookie information, the file is added and the cookie helps analyse web traffic. Cookies allow web applications to respond to you as an individual. This information we would only utilise to improve our overall web site performance and customer experience. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of this and other website.

E-newsletter

We use a third-party provider, In Control Marketing, to deliver our newsletters. We gather statistics around email opening and clicks using industry standard technologies including clear gifs to help us monitor and improve our e-newsletter. For more information, please see In Control Marketing's privacy notice, available at <https://www.incontrolmarketing.com/privacy-policy/>

Security and performance

Skye Direct uses a third-party service to help maintain the security and performance of the Skye Direct website. To deliver this service it processes the IP addresses of visitors to the Skye Direct website.

People who contact us via social media

Social Media Including; Facebook, LinkedIn, Twitter, Pinterest, WhatsApp, Snapchat & Instagram.

If you share our content through social media, for example by liking us on Facebook, following or tweeting about us on Twitter, or giving us a '+1' via Google Plus, those social networks will record that you have done so and may set a cookie for this purpose.

In some cases, where a page on our website includes content from a social network, such as a Twitter feed, or Facebook comments box, those services may set a cookie even where you do not click a button. As is the case for all cookies, we cannot access those set by social networks, just as those social networks cannot access cookies we set ourselves.

Our posts may contain links to third-party websites or mobile applications. Please be aware that we do not control these linked websites and that this Privacy Policy does not apply to those websites.

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Below are the privacy policies of some third parties who may indirectly provide services to us:

- * Google <http://www.google.com/intl/en/privacy/>
- * Facebook <http://www.facebook.com/policy.php>
- * Twitter <http://twitter.com/privacy>
- * Instagram https://help.instagram.com/519522125107875?helpref=page_content

People who call us

When you call Skye Direct via telephone, we collect Calling Line Identification (CLI) information. We use this information to help improve our efficiency and effectiveness.

People who email us

We use Transport Layer Security (TLS) to encrypt and protect email traffic in line with government recommendations. If your email service does not support TLS, you should be aware that any emails we send or receive may not be protected in transit.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

People who make a complaint to us

When we receive a complaint from an individual, we create a file containing the details of the complaint. This normally contains the identity of the complainant and any other individuals involved in the complaint.

We will only use the personal information we collect to process the complaint and to check on the level of service we provide. We do compile and publish statistics showing information like the number of complaints we receive, but not in a form that identifies anyone.

We usually have to disclose the complainant's identity to whomever the complaint is about. This is inevitable where, for example, the accuracy of a person's record is in dispute. If a complainant does not want information identifying him or herself to be disclosed, we will try to respect that. However, it may not always be possible to handle a complaint on an anonymous basis.

We will keep personal information contained in complaint files in line with our retention policy. This means that information relating to a complaint will be retained for two years from closure. It will be retained in a secure environment and access to it will be restricted according to the 'need to know' principle.

Similarly, where enquiries are submitted to us we will only use the information supplied to us to deal with the enquiry and any subsequent issues and to check on the level of service we provide.

When we take enforcement action against someone, we may publish the identity of the defendant in our Annual Report or elsewhere. Usually we do not, identify any complainants unless the details have already been made public.

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People who use Skye Direct services

The Skye Direct offers various services to other businesses. We may use a third-party software to handle some requests, but this is only allowed to use the information to send out the publications.

We have to hold the details of the people who have requested a service in order to provide it. However, we only use these details to provide the service the person has requested and for other closely related purposes. For example, we might use information about people who have bought from us to carry out a survey to find out if they are happy with the level of service they received. When people do subscribe to our services, they can cancel their subscription at any time and are given an easy way of doing this.

Your rights

Under the Data Protection Act 1998, and replacement legislation, you have rights as an individual that you can exercise in relation to the information we hold about you.

You can read more about these rights here – <https://ico.org.uk/for-the-public/is-my-information-being-handled-correctly/>

Complaints or queries

Skye Direct tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of Skye Direct's collection and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below.

Access to personal information

Skye Direct tries to be as open as it can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a 'subject access request' under the Data Protection Act 1998 and replacement legislation. If we do hold information about you, we will:

- give you a description of it;
- tell you why we are holding it;
- tell you who it could be disclosed to; and
- let you have a copy of the information in an intelligible form.

To make a request to the Skye Direct for any personal information we may hold you need to put the request in writing addressing it to our managing director at the address provided below.

If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone.

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If we do hold information about you, you can ask us to correct any mistakes by, once again, contacting the managing director.

Disclosure of personal information

In many circumstances, we will not disclose personal data without consent. However, when we investigate a complaint, for example, we will need to share personal information with the people concerned and with other relevant bodies.

You can also get further information on:

- agreements we have with other organisations for sharing information;
- circumstances where we can pass on personal data without consent for example, to prevent and detect crime and to produce anonymised statistics;
- our instructions to staff on how to collect, use and delete personal data; and
- how we check that the information we hold is accurate and up to date.

Links to other websites

This privacy notice does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

Changes to this privacy notice

We keep our privacy notice under regular review. This privacy notice was last updated on 17 May 2018.

How to contact us

If you want to request more information about our Privacy Policy you can email us or write to:

Managing Director
Skye Direct
15-16 Howley Business Park
Howley Park Road
Morley
Leeds
LS27 0BZ