

# Privacy Policy

This is the Privacy Policy for Smart Home Innovations LLP. The purpose of this policy is to explain how we collect personal information about you (which we call "**Personal Data**"), why we collect it, and what we do with it.

This Privacy Policy includes our website:

- [www.smarthomeinnovations.co.uk](http://www.smarthomeinnovations.co.uk)

We are committed to protecting and respecting your privacy. This policy sets out:

- Information we collect about you
- Cookies and other technologies
- How we use your information
- Our promotional updates and communications
- Who we give your information to
- Where we store your information
- How we protect your information
- How long we keep your information
- Your rights
- Changes to this policy
- How to Contact us

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

By accepting our products or services you acknowledge you have read and understood this privacy policy.

Smart Home innovations LLP is the data controller, as this term is defined in the GDPR.

## Information we collect about you

We do not process sensitive personal data or information about children. We will collect and process the following personal data from you:

## Information you give us

This is information about you that you give us directly when you interact with us.

This is information about you that you give us by filling in forms on our site or by corresponding with us by phone, e-mail or otherwise. It includes information you provide when you register to use our site, make purchases with us through estimates, quotes, or invoices, subscribe to our services, search for a product, place an order on our site, participate in discussion boards or other social media functions on or via our sites, enter a competition, promotion or survey, submit a query, and when you report a problem with our sites.

The information you give us may include your name, address, e-mail address and phone number, employer, title/position/role, financial and credit card information, personal description and, login and password details.

We may also ask you to provide details of the products you use (either our products or third party products connected to our products) such as model or serial number. We will also ask you for information about problems with our products or services, related incidents or support needs. You may not be able to configure your device until you have accepted our End User License Agreement and once you have done so we will keep a record of your acceptance.

### **Information we collect about you from your use of our sites**

We will automatically collect information from you each time you visit our sites.

This includes:

- Technical information
- Information about your visit

Technical information may include the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;

Information about your visit may include the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our team or social media handle used to connect with us.

Delivery of location services will involve reference to one or more of the following: (a) the coordinates (latitude/longitude) of your location; (b) look-up of your country of location by reference to your IP address against public sources; and/or (c) your Identifier for Advertisers (IFA) code for your Apple device, or the Android ID for your Android device, or a similar device identifier. See the below section titled Cookies and other technologies for more information on the use of cookies and device identifiers on the sites.

### **Information we receive from our products and other sources**

If you use our products and services we will collect information about the extent, nature and frequency of your usage as part of our monitoring of the products (to make sure that they continue to be operational and fit for purpose)

Through your use of our products we will collect:

- Model and serial numbers of those products
- Media Access Control address of those products
- The version and type of software collected
- Names of third party services and devices with which you integrate, potentially including usernames and passwords you input
- Names you give to rooms/locations where you have connected Devices

- Your location
- Information about how you have configured our Devices. Information about how you have configured our Devices, and, if you use our networking products with our remote monitoring capability, similar identifying information, configuration and status information about devices you have connected to your network.

Some Devices may also inform us of:

- When, where and how you use them
- Your Device settings and alterations you make

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

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 the website.

### **How we use your information**

We use information held about you in the following ways:

#### **Information you give to us**

We will use this information to:

- Take steps in order to enter into any contract or carry out our obligations arising from any contract entered into between you and us including:
  - Provide you with support services and device maintenance that you have signed up for.
  - Notify you about changes to our products and services.
- Provide you with information about our products or services we feel may interest you, if you have given your consent to receiving marketing material from us at the point we collected your information, where required by law or otherwise in our legitimate interests provided these interests do not override your right to object to such communications.
- Ensure in our legitimate interests that:

- content from our site is presented in the most effective manner for you and for your computer or device.
- we provide you with the information, products and services (including support services) that you request from us.

## **Information we collect about you from your use of our site and connected products and your engagement with emails we send you**

We will use this information in our legitimate interests, where we have considered these are not overridden by your rights:

- To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.
- To keep our site safe and secure.
- For measuring or understanding the effectiveness of marketing we serve to you and others, and to deliver relevant marketing to you.
- To improve our site to ensure that content is presented in the most effective manner for you and for your computer or devices.
- To allow you to participate in interactive features of our products or services, when you choose to do so.
- We may use the location of your device to provide location dependent features, such as to determine the sunrise/sunset times or likely temperatures, if you have configured your Devices to require such information e.g. to open blinds or turn on heating.
- Depending upon how you configure your Devices, we may use data from some Devices to trigger specific actions from other devices or to provide you notifications (e.g. automatically locking doors when alarms sound or an auto-generated message to you checking whether you meant to lock your doors or leave a window open).
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## **Information we receive from other sources**

We may combine this information with information you give to us and information we collect about you in our legitimate interests (where we have considered that these are not overridden by your privacy rights). We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

## **Our promotional updates and communications**

Where permitted in our legitimate interest or with your consent, we will use your personal information for marketing analysis and to provide you with promotional update communications by email about our products and services. You can object to further marketing at any time by checking and updating your contact details within your account, or selecting the "unsubscribe" link at the end of all our marketing and promotional update communications to you.

## Who we give your information to

We will disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets subject to the terms of this privacy policy.
- If Smart home innovations LLP or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of supply terms and other agreements with you; or to protect the rights, property, or safety of our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction and to prevent cybercrime (having sought your consent where we are required by law to do so).
- To protect the safety of other Users, employees and members of the public and their property.
- If required by due diligence or an audit.

**We only share personal data to the extent necessary to meet a legitimate purpose.**

## How we protect your information

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Our site may, from time to time, contain links to external sites. We are not responsible for the privacy policies or the content of such sites.

## How long we keep your information

We retain personal data for as long as you have an account with us in order to meet our contractual obligations to you and provide the services you've requested and as reasonably necessary to identify any issues and resolve any legal proceedings or as otherwise required by law. We may also retain aggregate information beyond this time for research purposes and to help us develop and improve our services. You cannot be identified from aggregate information retained or used for these purposes.

## Your rights

You have the right under certain circumstances:

- to be provided with a copy of your personal data held by us;
- to request the rectification or erasure of your personal data held by us;
- to request that we restrict the processing of your personal data (while we verify or investigate your concerns with this information, for example);
- to object to the further processing of your personal data, including the right to object to marketing (as mentioned in 'Our promotional updates and communications' section);
- to request that your provided personal data be moved to a third party.

**Your right to withdraw consent:**

Where the processing of your personal information by us is based on consent, you have the right to withdraw that consent without detriment at any time by contacting us. You can also change your marketing preferences at any time as described in the section titled 'Our promotional updates and communications';

**Be assured, however, that we do not sell or rent your personal information to any third-party marketers for their own use.**

You can also exercise the rights listed above at any time by contacting us at [info@smarthomeinnovations.co.uk](mailto:info@smarthomeinnovations.co.uk) if your request or concern is not satisfactorily resolved by us, you may approach your local data protection authority

**Changes to this policy**

Any changes we make to our privacy policy in future will be posted on our page

**Contact us**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to:

Smart Home Innovations LLP  
484 Herne Road  
Ramsey St Marys  
Huntingdon  
PE262TJ

Email: [info@smarthomeinnovations.co.uk](mailto:info@smarthomeinnovations.co.uk)

Phone: 07818556788

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