



Digisig Rail

SIGNALLING DESIGN EXPERTS

DIGISIG RAIL GROUP LTD

PRIVACY & COOKIES POLICY V.1 25/9/22

Everything we do at Digisig Rail is fair, honest and just. We also ensure that any data that we hold is treated with the utmost security, just like we would want our own data treating.

Below is our data collection and retention policy which falls in line with the General Data Protection Act, however, if you require any further details then please contact us enquiries@digisigrail.co.uk.

If you are a customer or supplier of ours then your data may be stored in other places and is strictly used for the purpose of invoicing, billing or managing projects. This web page relates to any marketing data that we collect via this website or any of our marketing events.

Information collected:

We collect personal data from visitors who are using this website through a number of mediums including email hyperlinks, online forms, contact enquiry forms, or sign ups to our newsletter. If you came to one of our marketing events or visited us at an exhibition then we may have also collected your personal data at that specific time.

Any data we hold is securely stored in our CRM System and can be used by us in a number of ways for instance:

- Allowing us to provide you with information about our products and services
- Dealing with any enquiries or requests that you may have made
- For our newsletter distribution list so we can keep you up to date
- Evaluating and conducting market research

Please note that we do not pass on your data to any third party.

Visitors to our websites:

Digisig Rail collects data on visitors to its website including details relating to usage and behaviour patterns which we retrieve from Google Analytics. This is purely to review the number of visits to each page of our website and to understand how the user initially accessed our site. Information we collect includes:

- date and time of visit
- pages accessed
- browser or mobile platform used to access the website
- source used to find and access the website (i.e. Google Search Engine)
- location of the visitor (town level only)
- search queries from external and internal search engines
- page interaction information
- technical information, including the Internet protocol (IP) address used to connect your computer to the internet, browser type and version, operating system and platform

When you use our website we do not attempt to identify you as an individual user and we will not collect personal information about you unless you specifically provide this to us.

We may collect your personal information if you choose to provide this to us via any of our online contact forms or by email. Examples are where you:

- submit a general enquiry via our contact page;
- make a general enquiry via the telephone displayed on the website

Use and disclosure:

We will only use personal information collected via our website for the purposes for which we have been given it. This includes responding to your enquiries, delivering electronic newsletters or improving the website.

We will not use or disclose or share personal information to any other third-party organisations or anyone else.

If we receive your email address because you sent us an email message, then your email address will only be used or disclosed for the purpose for which you have provided it and we will not add your email address to any emailing lists.

Data quality:

If we collect your personal information from our website, we will maintain and update your information as necessary or when you advise us that your personal information has changed.

Data Security:

Digisig Rail is committed to protecting the security of your personal information. We use technologies and processes such as access control procedures, network firewalls, encryption and physical security to protect the privacy of any information we receive. However, it should be noted that the transmission of information via the internet is not always a secure process however, we promise to take all reasonable steps within our control to protect your information from loss, misuse or alteration.

If you choose to complete our contact us online form or make enquiries via our website, we will ensure that your contact details are stored on password protected databases.

Staff members associated with website maintenance have access to our website's administration system. This is password protected. Our website service is also password protected.

Links to other websites:

Sometimes when we write news articles we may create links within the article which will go to a third party's website. These links are usually put there to reference statements made within the article and /or on one of our web pages. However, please note that we cannot be held responsible for the privacy policies and/ or content of any third party websites that we linked to.

Search engine:

All our search results are logged anonymously and do not identify individuals. These are merely statistics that we use in order to help us improve our website usability and search functionality. Please also note that no user-specific data is collected by us or indeed passed onto any third party.

Email enquiries:

Any incoming emails are monitored on a daily basis and if deemed necessary maybe blocked if our security systems detect that they could be a potential threat to our information systems.

Marketing information:

We hate spam and will only send you relevant marketing information if you agreed to receive it. However, if you change your mind and want us to stop contacting you then you can do so by clicking on the 'unsubscribe' link which will be embedded within the email or newsletter that we sent you. Once you unsubscribe we will immediately remove your data from our database and any contacts lists that we may hold.

Job applicants:

When individuals apply to work at Digisig Rail, we only use the information supplied to us in order to process job applications and to monitor recruitment statistics.

Any personal information that we collect during the recruitment process in relation to unsuccessful candidates is immediately destroyed once a post has been filled.

E-newsletter:

When conducting our newsletter campaigns we use a third-party supplier which is called Mail Chimp to deliver any email campaigns or company newsletters. If you register to receive our newsletter, then we will share your personal information with Mail Chimp. This information will include your first name, last name and email address. We also use Mail chimp to assess how well our campaigns are doing and to identify content improvements for future editions. For more information on how your information will be processed by Mail Chimp please go to <https://mailchimp.com/legal/>

Changes to this privacy notice:

We keep our privacy notice under regular review. Any changes we may make to our privacy policy in the future will be posted on this page. Please note however, that Specialist Marketing Agency reserves the right to make changes to its Privacy Policy at any time.

Cookie Policy:

A cookie is a small file which is placed on your device when you visit a website. A cookie is normally used to store basic information about your visit, such as site preferences, profile status or past actions.

This site uses cookies to collect information about how visitors use a website, for instance which pages visitors go to most often. This information is used to help us improve our website. These cookies don't collect information that identifies a visitor.

This site uses some or all of the following cookies:

Session Cookie

This website may use a session cookie to maintain information about each visit to the website and enable core site functionality. This cookie does not contain any personal information, and only lasts for the duration of your visit, being deleted as soon as you close your web browser.

Load Balancer Cookie

This cookie is essential to help ensure that the website loads efficiently by distributing visits across multiple web servers. This cookie does not contain any personal information, and only lasts for the duration of your visit, being deleted as soon as you close your web browser.

Google Analytics

This cookie allows us to count page visits and traffic sources, so we can measure and improve the performance of our site, using a service provided by Google Analytics. For more

information about Google's privacy policy, please see <https://policies.google.com/privacy?hl=en>

Deleting cookies:

For information on how to remove any cookies already placed on your computer, please check with internet browser settings.

Useful information:

There are many online resources which will help you understand and make informed decisions about your cookie usage. We would recommend the following resource:

- <https://ico.org.uk>

How to contact us:

For any requests related to your personal information please feel free to contact us at enquiries@digisigrail.co.uk