

SDK Environmental Ltd ("We") are committed to protecting and respecting your privacy. This policy (together with our standard terms and conditions and any other documents referred to in them) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is SDK Environmental Ltd of Sigma House, Oak View Close, Edginswell Park, Torquay, Devon TQ2 7FF.

### **Information We May Collect From You**

We may collect and process the following data about you:

Information that you provide by:

booking treatments, making enquiries and all other communication via the telephone;  
filling in forms on our websites [www.sdke.co.uk](http://www.sdke.co.uk) and / or [www.dialapest.co.uk](http://www.dialapest.co.uk) (our sites);  
and  
sending us letters, faxes, emails and other correspondence.

If you contact us, we may keep a record of that correspondence.

We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.

Details of transactions you carry out through our sites and of the fulfilment of your orders.

Details of your visits to our sites including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

### **IP Addresses**

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

### **Cookies**

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our sites and to deliver a better and more personalised service. Some of the cookies we use are essential for the sites to operate.

If you continue to use our sites, you shall be deemed to have agreed to our use of cookies.

### **Where we store your personal data**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

### **Uses made of the information**

We use information held about you in the following ways:

- To ensure that content from our sites is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.

We may also use your data to provide you with information about services which may be of interest to you, for which we may contact you by post. If you do not want us to use your data in this way, please let us know by contacting us on [cio@sdke.co.uk](mailto:cio@sdke.co.uk).

We will only contact you by e-mail with information about services similar to those which were the subject of a previous order from you or if you consent to such communication.

We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

### **Disclosure of your information**

We may disclose your personal information to third parties:

In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

If SDK Environmental Ltd 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 as sets.

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 standard terms and conditions and other agreements, or to protect the rights, property, or safety of SDK Environmental Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### **Your rights**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise the right at any time by contacting us at [cio@sdke.co.uk](mailto:cio@sdke.co.uk). Our sites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **Access to information**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

### **Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

### **Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [cio@sdke.co.uk](mailto:cio@sdke.co.uk).