

# GDPR Privacy Policy

Ai Engineering Ltd takes your privacy very seriously and is committed to protecting your personal information. This privacy policy sets out the way in which any personal information you provide to us is used and kept secure by Ai Engineering. It applies whenever we collect your personal data (including when you use our website or other digital platforms), so please read it carefully.

Please note that this privacy policy forms part of our digital terms of use, which you can read here.

## **About this privacy policy**

This privacy policy explains what information we may collect about you, how we (Ai Engineering) may use it, and the steps we take to ensure that it is kept secure. We also explain your rights in respect of your personal data.

Please note that our website and other digital platforms may contain links to third party websites / digital platforms which are provided for your convenience. We are only responsible for the privacy practices and security of our own digital platforms. We recommend that you check the privacy and security policies and procedures of each and every other website / digital platform that you visit.

## **How to contact us about your personal data or this privacy policy**

If you have any questions about this privacy policy or about your personal data, please email us at: [yvonne@ai-engineering.co.uk](mailto:yvonne@ai-engineering.co.uk) or write to us at the following address:

Data Protection Officer  
Ai Engineering Ltd  
Unit 8 Downsway Ind Est  
Heathhall  
Dumfries  
DG1 3RS

## **Information we collect and what we use it for**

All personal information that we collect about you will be recorded, used, and protected by us in accordance with applicable data protection legislation and this privacy policy. We may supplement the information that you provide with other information that we obtain from our dealings with you.

In broad terms, we use your data for the following purposes:

- to administer and provide products and services you request or have expressed an interest in
- to communicate with you in the event that any products or services you have requested are unavailable
- for fraud screening and prevention purposes

- for record keeping purposes
- to carry out market research so that we can improve the products and services we offer
- to track your activity on our digital platforms
- to create an individual profile for you so that we can understand and respect your preferences
- to personalise and improve your experience on our digital platforms
- to personalise and/ tailor any communications that we may send you

When we provide you with products or services we may collect and store any personal information that you provide to us. We may, for example, keep a record of your name, address, delivery address, email address, and telephone number.

When you interact with our digital platforms, we may also automatically collect the following information about your visit. This is primarily to help us better understand how our customers use our digital platforms to enable us to create better content and more relevant communications:

- how you have reached our digital platform and the internet protocol (IP) address you have used
- your browser type, versions and plug-ins, and your operating system
- which pop up or push messages you might have seen and responded to
- your subscription status
- information collected in any forms you complete

## **Disclosure of your information**

In order to provide our products and services to you or to otherwise fulfil contractual arrangements that we have with you, we may need to appoint other organisations to carry out some of the data processing activities on our behalf. These may include, for example, payment processing organisations, delivery organisations, fraud prevention and screening and credit risk management companies, and mailing houses.

We may share your data with third parties (a) if we are under a legal or regulatory duty to do so, (b) if it is necessary to do so to enforce our [terms and conditions](#) or other contractual rights, (c) to lawfully assist the police or security services with the prevention and detection of crime or terrorist activity, (d) where such disclosure is necessary to protect the safety or security of any persons, and/or (e) otherwise as permitted under applicable law.

In all instances where we disclose your information to third parties, we will ensure that your information is appropriately protected.

## **Security of information**

We take the security of your personal information seriously. We have security procedures in place to protect our paper-based systems and computerised databases from loss and misuse, and only allow access to them when it is absolutely necessary to do so, and then under strict guidelines as to what use may be made of the personal information contained within them.

Where a password is required to access certain areas of our digital platforms, you are responsible for keeping your password secure and confidential. Please do not share or disclose your password to any other person.

## **More about your information - your rights**

You may correct or update your personal information at any time by emailing us at [yvonne@ai-engineering.co.uk](mailto:yvonne@ai-engineering.co.uk) please include your name, address, and email address when you contact us as this helps us to ensure that we accept amendments only from the correct person. We encourage you to promptly update your personal information if it changes.

We will securely retain your information for as long as is reasonably necessary and in accordance with applicable law. If you wish to submit a request that your data be deleted, please write to us at the above address. You have the right to receive a copy of the personal information that we hold about you. Please write to us at the address above if you wish to exercise this right.

If you have subscribed to receive marketing communications, you can unsubscribe at any time.

## **Changes to this privacy policy**

We aim to meet high standards and so our policies and procedures are constantly under review. From time to time we may change this privacy policy. Accordingly, we recommend that you check this page periodically in order to review the latest version.

## **Where to make a complaint**

If you have a complaint regarding any aspect of your personal data or this privacy policy, please write to Ai Engineering Ltd at the above address. If you are still not satisfied with the outcome of your complaint, you may write to the Information Commissioner's Office at the following address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

You can also contact the Information Commissioner's Office using their online form:

<https://ico.org.uk/global/contact-us/email/>