

Southern Cross Consulting Ltd

Privacy Policy

The policy: This privacy policy is for the website www.southerncrossit.co.uk (served by Southern Cross Consulting Ltd) and governs the privacy of visitors to the site. It explains how we comply with the GDPR (General Data Protection Regulations), the DPA (Data Protection Act) [pre GDPR enforcement] and the PECR (Privacy and Electronic Communications Regulations).

This policy covers areas of this website that may involve your privacy and personal details, how we process, collect, manage and store those details and how we uphold your rights under the GDPR, DPA & PECR. Additionally, it explains the use of software and the download of any documents, files or software made available to you (if any) on this website.

The DPA & GDPR

Southern Cross Consulting Ltd and this website comply with the DPA (Data Protection Act, 1998) and with the GDPR (General Data Protection Regulations, 2018).

Southern Cross Consulting Ltd is committed to ensuring that your privacy is protected. When you are using this website, if we ask you to provide certain information by which you can be identified you can be assured that the information will only be used in accordance with this privacy policy.

What we collect

We may collect the following information:

- **Name**
- **Contact information** including email address & telephone number
- **Demographic information** such as postcode, preferences and interests
- **Content Information:** Depending on the services you use, you may also provide us with information about yourself in the draft and published content for your website. For example, if you write a blog post that includes biographic information about you, we then have that information, and so does anyone with access to the Internet if you choose to publish the post publicly. This might be obvious to you, but it's not obvious to everyone!
- **Credentials:** Depending on the services you use, you may provide us with credentials for your website (like SSH, FTP, and SFTP username and password).

Personal identification information

We may collect personal identification information from users in a variety of ways including, but not limited to, when users visit our site, place an order, subscribe to a newsletter, fill out a form, and in

connection with other activities, services, features or resources we make available on our site. Users may visit our site anonymously. We will collect personal identification information from users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information but doing so may prevent them from engaging in certain site related activities.

Non-personal identification information

We may collect non-personal identification information about users whenever they interact with our site. Non-personal identification information may include the browser name, the type of computer and technical information about users' means of connection to our site. This may include the operating system, the Internet Service Provider used and other similar information.

We use information about you as mentioned above to provide services such as setting up and maintaining your account, hosting your website, backing up and restoring your website and charging you for any of our paid services.

Sharing Information

How we share information

We do not sell, publish or otherwise distribute or pass on users' private personal information.

We share information about you in the limited circumstances set out below and with appropriate safeguards to your privacy:

- **Subsidiaries, Employees, and Independent Contractors:** We may disclose information about you to our subsidiaries, our employees, and individuals who are our independent contractors and who need to know the information in order to help us provide our services or to process the information on our behalf. We require our subsidiaries, employees and independent contractors to follow this privacy policy for personal information that we share with them.
- **Third Party Vendors:** We may share information about you with third party vendors who need to know information about you in order to provide their services to us. This group includes vendors who help us provide our services to you (such as payment providers who process your credit and debit card information) and those who help us understand and enhance our services. We require vendors to agree to privacy commitments before we will share information with them.
- **As Required by Law:** We may disclose information about you in response to a subpoena, court order, or other governmental request.
- **To Protect Rights and Property:** We may disclose information about you when we believe in good faith that disclosure is reasonably necessary to protect the property or rights of Southern Cross Consulting Ltd, third parties, or the public at large. For example, if we believe that there is imminent danger of death or serious physical injury we may disclose information related to the emergency without delay.
- **Business Transfers:** In connection with any merger, sale of company assets or acquisition of all or a portion of our business by another company, or in the unlikely event that Southern Cross Consulting Ltd goes out of business or enters bankruptcy, it is likely that user

information would be an asset that is transferred or acquired by a third party. If any of these events were to happen, this Privacy Policy would continue to apply to your information and the party receiving your information would continue to use your information, but only consistent with this privacy policy.

- **With Your Consent:** We may share and disclose information with your consent or at your direction. For example, we may share your information with third parties when you give us authority to do so, such as the social media services which you connect to your site.

Contact & Communication With us

Users contacting us via this website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time when it is no longer required or has no use.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you products/services information through a mailing list system. This is done in accordance with the regulations named in 'The policy' above.

Downloads & Media Files

Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available, users are advised to verify the authenticity of downloadable documents, files or media made available on this website by using third party antivirus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third party websites. We advise users to verify the authenticity of third party downloads and downloads provided by external third party websites by using third party antivirus software or similar applications.

Email Mailing List & Marketing Messages

We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed and stored in accordance with the policy regulations detailed above. Subscribers can unsubscribe at any time through an automated online service, or if not available, other means as detailed in the footer of sent marketing messages. The type and content of marketing messages which subscribers receive, and whether it may contain third party content, is clearly outlined at the point of subscription.

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within the messages. Where used, such marketing

messages may record a range of subscriber data relating to engagement, geographic, demographic and already stored subscriber data.

Our EMS (email marketing service) provider is Mailchimp and you can read their privacy policy [here](#).

External Website Links & Third Parties

Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites.)

Social Media Policy & Usage

While we have official profiles on social media platforms, users are advised to verify the authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page. You can find further information about some social media privacy and usage policies in the resources section below.