

# Privacy Policy

## Fundamental principles

Clearway Byotech undertakes to respect and protect your personal data and your privacy in compliance with current legislation, industry standards and other relevant practices. Our fundamental principles for the processing of personal data are set forth in this policy to explain how we manage information about you.

## How we collect information

Clearway Byotech Ltd allows you to order products and services, make inquiries and subscribe for various kinds of materials through our website. When you do so, the company collects personal data. We also receive information about transactions and, if you pay by PayPal, about your payment. Please click [here](https://www.paypal.com/uk/webapps/mpp/about) (link this to Paypal https://www.paypal.com/uk/webapps/mpp/about ) for further information on PayPal.

## Cookies

A cookie is a text file that can be placed on your computer and your browser will add the text in a separate file. Clearway Byotech Ltd uses cookies to help analyse the usage of our website from statistics about who has visited a certain site at a certain time. You can adjust your browser settings to accept or decline cookies. You can also choose to delete cookies installed on your computer at any time. When you visit Clearway Byotech Ltd and any of its websites that can be adapted to your user profile, or which require you to be logged in, your browser must be set to accept cookies. Otherwise, you can visit all pages on our websites without accepting cookies and without revealing your identity. We use three types of cookies.

## Session cookies which are deleted after every visit

These enable you to perform essential functions on our sites, such as maintaining log in details for the session or a transaction. They also help minimise the need to transfer information across the Internet. These cookies are not stored on your computer and they expire when you terminate your browser session.

## Persistent cookies which remain in place across multiple visits to our websites

These enable us to recognise repeat visitors to the site. By matching an anonymous, randomly generated identifier, we are able to record specific information about how you arrive at the site, the pages you view, options you select, and the path you take through the site. By monitoring this information, we are able to make improvements to our websites and by combining it with other information that we hold about you we can serve personalised content to you on your next visit.

## Third party cookies which are used by our approved business partners

Google Analytics is a web analytics service provided by Google that enables us to recognise repeat visitors to the site. By matching an anonymous, randomly generated identifier, we are able to record specific information about how you arrive at the site, the pages you view, options you select, and the path you take through the site. By monitoring this information, we are able to make improvements to our websites. Google also has the right to process the data collected. Issuu is a publishing service that allows us to embed catalogues on our websites. They include a mixture of information to measure the number and behaviour of Issuu users, including information that links your visits to our website with your Facebook or Issuu account if you are signed in to one. These cookies do not identify you personally unless you are logged into Issuu, in which case it is linked to your Issuu and/or Facebook account.

## Security

Clearway Byotech Ltd protects your personal data using technical and organisational security measures. To prevent unauthorised access and ensure data accuracy, we use encryption when processing sensitive personal data.

## How we use the information

Clearway Byotech Ltd uses the data collected to enable billing, provide information and deliver products. Clearway Byotech Ltd also uses the data you have provided to better meet your needs and offer you an enhanced service, for example by personalising the website content as much as possible. We may also contact you for marketing purposes or through various promotions via direct marketing. You may of course notify us to request that your data are blocked from being used by us for direct marketing purposes. Your data is processed only by the company. Clearway Byotech will not, without your consent, pass on information about you to any third party unless this is required by law or in connection with a product or service that you have ordered from us. Your data may be managed by a data processor who assists us in our communications with you. The data processor will use the data only for the purpose for which your personal data have been collected.

## Rectification and transparency

Clearway Byotech Ltd make every effort to ensure the accuracy of the information that we process. Naturally, this also applies to the personal data that we collect. Any inaccuracies discovered will be rectified without undue delay. You are entitled to see what data we hold about you. If you wish to be sent a copy of the data we hold about you or have any questions about how we process personal data, please contact us at: [sales@clearwaybyotech.co.uk](mailto:sales@clearwaybyotech.co.uk)

## Links to other websites

Please note that links on this website may direct you to other websites that contain other data privacy provisions than those stated here.

