



Care Plus Innovation Ltd Privacy Policy

Care Plus Innovation Ltd ("Care Audits", "CPi Ltd", "us" and "we") takes the protection of your online privacy seriously and this Privacy Policy sets out how we use and protect any business and or personal information we obtain from dealings which arise from you using this app and this website. CPi Ltd is not responsible for the privacy practices of any websites which may be linked from the CPi Ltd website, so please check these separately. The policy is effective from 1st March 2015.

We may change this Privacy Policy from time to time by updating this page so please check our Privacy Policy for any changes when you revisit our website.

What business and personal information do we collect?

We ask for your business and or personal information when you make a purchase, register, sign up for promotions, offers or competitions, or to receive news. Depending on which of these services you use, we may collect:

1. Your name and contact information including postal address, e-mail address and telephone number, even if you do not complete your purchase;
 2. Information gathered whilst processing your account and of any purchase orders that you place through the website, and any details we need for delivery;
 3. Card payment details if making a purchase;
 4. Details you provide when you contact us or make enquiries either generally or about any purchases you make with us;
 5. Details of your visits to the website and the resources that you access; and
 6. Information you provide if you report a problem with our products, services or our website;
- This information is solely stored for the purpose of supporting the account for which it was gathered. It is not used for any other purpose, and is often covered by a Non-Disclosure Agreement (NDA).

Even if you do not use these services, or for example, do not proceed with a purchase, we will still gather the personal details entered and information about your activity on the website to understand what parts of the website and what products you are interested in, so that we can improve our website and tailor our services to you. Further details can be found in the Cookies section of this Privacy Policy.

What we do with the personal information we collect?

Depending on how you engage with us, we may use your information:

1. to facilitate your use of this website and the services available through it;
2. when you purchase from us, to process your order, collect payment, enable you to track your order online, arrange delivery and for other purchase related services (this may include contacting you by telephone, email or SMS to arrange, confirm or upgrade your delivery) and for on-going customer service dealings including any faults or repairs or refunds;
3. for internal accounting and regulatory purposes;
4. for statistical analysis to assess our business performance and to improve our products and services;
5. to improve and personalise your experience when you visit the website (See the cookies section), and to keep you informed about other products and services you might be interested in (See Keeping You Informed); and
6. to ask you from time to time if you would like to provide feedback on or participate in market research on our products and services. You do not have to participate in these if you do not wish.

Who do we share it with?

If you take out an additional service plan with your purchase, CPi Ltd will share limited personal information with the service plan provider.

CPi Ltd may also disclose your personal information:

1. If we use authorised service providers to perform certain services on our behalf, for example this might

include support and maintenance requirements, reviews, direct marketing programme and for online payment services. We do not permit our service providers to share or to use such information for any other purpose and they are under strict

- obligations to keep your information secure;
- 2. Trusted third party suppliers providing relevant products and services related to your CPi Ltd Purchases (See Keeping You Informed)
- 3. To the police, regulators, law enforcement or other government agency where the law requires this, where appropriate to prevent or detect criminal activity, or in connection with product safety, and otherwise to relevant third parties to protect CPi Ltd, its business, staff and customers; and
- 4. To prospective or actual buyers in the event that CPi Ltd sells any of its business or assets so help ensure continuity of your customer relationship.

Keeping You Informed

We may from time to time contact or update you about products, services or offers that may be relevant to you.

This may include delivery, reviews, lists and extended warranties, and other products and services related to your CPi Ltd purchases, some of which are provided by CPi Ltd and some by our trusted partners to whom we may pass on your details.

They or we may contact you about these by telephone, mail, email and SMS, using the contact details you provide and update us with, which we obtain or update with you in our dealings, or which we obtain or update from external sources. This may include telephone numbers that are registered by you or others unless you have told us directly that you do not wish to be contacted for this purpose on a particular telephone number. By providing your details through the website, you are agreeing to this.

Information Request, Removal and Corrections

You may request details of personal information that we hold about you under the UK Data Protection Act 1998 and or you don't want to be contacted by post or telephone.

You can email us at info@CareAudits.me.uk or write to us at: Data Removal, Care Audits, Care Plus Innovation Ltd . Enterprise Centre, the University of Hull, Cottingham Road, Hull. East Yorkshire, HU6 7RX. If you do so, please bear with us for a short time whilst we adjust our records. This usually takes up to 28 days.

You can also unsubscribe from the Care Audits marketing emails that contain an easy means for you to unsubscribe.

We will promptly correct any information found to be incorrect.

Please note that CPi Ltd would not necessarily remove all your details from its records but would note and respect your changed marketing preferences.

Security and Storage

1. We are committed to ensuring that your information is secure.
2. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online or via a hand-held data collection device such as a tablet or smartphone.

How we use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. We use traffic log cookies to identify which pages are being used, and to hold information about the session for user navigation purposes. Overall, cookies help us provide you with a better website. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You will not be able to work within your account unless cookies are enabled. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.