

IdentiGEN

Privacy Policy

This website is an initiative by IdentiGEN Limited and subsidiaries.

For any queries about the processing of information on the website please contact info@identigen.com. This statement relates to our privacy practices in connection with this website, which may contain links to other sites, including sites maintained by other IdentiGEN companies that are not governed by this Privacy Policy. We are not responsible for the content or privacy practices of external websites. Any external links to other websites are clearly identifiable as such. Some technical terms used in this statement are explained at the end of this page.

Privacy and personal information

We respect your right to privacy and only collect personal data about you on this website that you volunteer (for example by e-mailing us or by using our online forms). All personal information that you volunteer to us will be treated with the highest standards of security and confidentiality, strictly in accordance with the EU General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018. Any information which you provide in this way is not made available to any third parties and is only used by us in line with the purpose for which you provided it. We store all personal data on servers located in the European Economic Area (EEA).

Collection and use of tracking information

In accordance with industry standard practice, we record every visit to this site. This information is used to improve the operation of the service and to provide statistical information about the use of the site.

Technical details in connection with visits to this website are logged. Whilst an IP address is now classified as Personal Data under the terms of the General Data Protection Regulation, we do not attempt to associate any of the technical details listed below with an individual.

Details logged include the following items:

- The date and time of every visit to an individual page
- Each page visited on the site on such a visit
- The IP/network address of the visitor
- The type of web browser used by the website visitor
- The device used by the website visitor

We may make these technical details available to companies under the control and direction of IdentiGEN limited in order to provide analysis of advertising and website traffic. These other companies may be supplied with, or have access to, this information solely for the purpose of providing these services to us or on our behalf.

Google Remarketing

The website uses Google's remarketing technology. This allows us to display relevant ads based on what pages on the website you have viewed. The advertising will be displayed using cookies. This cookie doesn't record any personal information or identify you personally.

If you would prefer to not receive any targeted advertising, you can deactivate the use of cookies for these purposes through Google by visiting the website: <https://www.google.com/settings/ads/>.

Google has its own independent data protection policy which can be accessed here (<https://www.google.com/intl/en/policies/privacy/>).

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Data Retention

Types of data we retain:

Name, Address, Telephone Number, Email Address, Occupation, correspondence between IdentiGEN and you by letter, email, texts, calls or through any other digital platform.

How your data is collected:

Your data is collected by various means including through: Direct interactions; you may give us your personal details, contact data by filling in forms or by corresponding with us through post, email, phone or in person. This includes personal data collection when you connect with us directly, through our website, through 3rd party websites, or via social media platforms such as LinkedIn.

Purpose it is being used/held for:

Your data is being retained as you have previously enquired about or liaised with IdentiGEN limited regarding our services.

Your right to correct, erasure, restriction or objection to processing, and how to make a subject access request:

You may, at any given time, request for your data to be amended, removed or accessed by emailing info@identigen.com

Period your data will be held:

We will only retain your personal data for as long as necessary. We will retain your data for a period of 5 years. Should any contact be made between yourself and IdentiGEN Limited or it's subsidiaries during that period, your data may be kept on file for an extended period unless otherwise advised by you.

Where your data is stored and who has access:

Your data is securely stored in our secure CRM database. Access is restricted to select IdentiGEN personnel and governed by employee guidelines.

Changes to this privacy policy

We regularly review this Privacy Policy and will post any updates to it on this webpage. This Privacy Policy was last updated on 18 February 2020.

Cookies

IdentiGEN Limited uses cookies on this site but they are not used to record personal data. We have enabled Google Analytics Demographics and Interest Reporting which infers general demographic data (such as age, gender, and interests) on visitors but does not collect any personally identifiable information. Visitors can use this website with only minor loss of functionality if cookies are disabled from the web browser. If you would like to prevent IdentiGEN from using cookies when you visit our site, please update the privacy setting in your chosen web browser. You can access information on privacy and set the control cookie acceptance settings for web browsers (and Google Analytics) using the following links:

- Chrome: <https://google.com/chrome/browser/privacy/>
- Safari: <https://support.apple.com/kb/PH19214>
- Internet Explorer: <https://windows.microsoft.com/en-gb/windows/change-internet-explorer-privacy-settings#1TC=windows-7>

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- Firefox: <https://support.mozilla.org/en-US/products/firefox/protect-your-privacy>
- Google Analytics: <https://tools.google.com/dlpage/gaoptout>

Also, you can opt-out of other third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page: <https://optout.networkadvertising.org/>

Glossary of Technical Terms Used: -

Web browser

The piece of software you use to read web pages. Examples are Internet Explorer/Edge, Google Chrome, Safari, FireFox, and Opera.

URL

URL is the acronym for Uniform Resource Locator — a way of specifying the precise location of a page or other piece of information on the Internet.

Network address

A number which identifies a device connected to the internet. Every device connected to the web has a network address, although the address may not be the same every time a connection is made, depending on how you access the internet.

Cookies

Simple text files placed on your device by a website in an area controlled by your web browser. Cookies act as a “memory” for the website and can be used for a wide variety of purposes. View cookie policy.