



UKEL Privacy Policy

UKEL is committed to protecting your personal data and respecting your privacy. Our Privacy Policy explains how we collect, use, store and protect information about visitors to our website (<https://www.ukel.co.uk/>).

We make every effort to guarantee the accuracy of information contained within this site, but we accept no liability for any inaccuracies and visitors who rely on this information do so at their own risk.

About UKEL

UKEL Ltd is the controller of your personal information unless otherwise stated.

Our registered office is:

Sheridans
76 Wardour Street
London
England
W1F 0UR

You can contact us at:

Please contact us at hello@ukel.co.uk if you have any questions on our policy or website content.

We are registered with the Information Commissioners Office (“ICO”) under reference: C1886102.

Changes to our Privacy Policy

Any changes we make to our Privacy Policy in the future will be posted on this page and notified where appropriate. Please check back frequently to see any updates or changes.

Third-party Links

UKEL is not responsible for the contents or reliability of websites we link to and links shall not be taken as an endorsement. Clicking on third party website links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements or policies.

When you leave our website, we encourage you to read the Privacy Policy of every website you visit.



Information We Collect

We use different methods to collect information from and about you.

We collect personal information to provide you with services. We also collect personal information when you visit our website, platform, applications or contact us by email or via social media.

We collect the following types of information:

Personal Identification Information: Personal information or personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

This includes your name and email address that you voluntarily provide to us when contacting us through our contact forms.

The categories of personal information we may collect, use and store about you, are as follows:

- **Contact Data**, which includes your name and email address and any other contact information you volunteer when you contact us online;
- **Feedback Data**, which includes information relating to you which is contained within enquires (including your “contact us” message on our website), complaints or feedback which you share with us online;
- **Technical Data**, which includes browsing activities on our website, our mobile application, our Platform, profile, and device information including IP address, browser type, version and language, identifiers associated with cookies [or other technologies] that may uniquely identify your device or browser.

Cookies:

Our Site uses cookies to improve your browsing experience. Cookies are small text files placed on your device to store information about your website usage.

How We Use Your Information

The law on data protection sets out different reasons for which a company may collect and process your personal information.

We may use the information we collect for the following purposes:

To respond to your enquiry or feedback

Purpose and data: We collect and use your **Contact Data** and **Feedback Data** in order to: (i) review and respond to your enquiries, complaints, feedback or questions; (ii) provide customer care services; (iii) improve, test and monitor the



quality and delivery of our website; and (iv) receive feedback on your experience when using our services.

Legal basis and further information: We may process this personal data to pursue our legitimate interests in

- promoting our business and furthering our commercial interests; and
- ensuring that we can provide and improve our services.

Sources: We collect this information from you when you send us your enquiry, complaint or feedback via the contact form on the website, email [or via social media.]

To understand how you use our website and improve the same

Purpose and data: We collect and use your Technical Data in order to: (i) identify you; (ii) understand how you use our website; (iii) improve, test and monitor the quality and delivery of the website; (iv) identify and correct any problems on the website; and (v) perform essential business operations.

Legal basis and further information: We only process this data where we have your consent to do so. You can withdraw your consent for us collecting this information by changing the settings on the cookies tool on the website.

Sources: We collect this information from you (in an automated way) when you access or use our website, and we do this using the technology and services made available by certain third-party analytics providers. Please see our Cookie Policy at the end of this document for further information on this.

How We Protect Your Information

We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, alteration, or destruction. This includes:

- **Encryption:** Encrypting sensitive data.
- **Access Controls:** Restricting access to authorized personnel only.
- **Regular Audits:** Conducting regular audits to ensure data security.

However, please note that no data transmission over the internet is 100% secure.

We may also disclose personal information where such disclosure is necessary to protect the safety or security of any persons, and/or otherwise as permitted under applicable law.

Your Rights



Under UK data protection law, you have the following rights regarding your personal data:

- **Withdraw your consent:** Where our processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. If you do decide to withdraw your consent, we will stop processing your personal data for that purpose.
- **Right of Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccuracies in your personal data or if the information is out of date or incomplete you can request it be changed. If you notify us that the Information, we hold is complete or inaccurate we will correct or complete the information as soon as possible.
- **Right to Erasure:** You can request the deletion of your personal data under certain circumstances including where we no longer have a reason for holding your Information, you withdraw your consent, or you object to its processing. Following your request, we will erase your Information without undue delay unless the continued retention is necessary and permitted by law.
- **Right to Restrict Processing:** You can request that we restrict the processing of your personal data in certain situations. This can be done in circumstances where we need to verify the accuracy of the information, if you do not wish to have the information erased or you have objected to the processing of the information, and we are considering this request. Once the processing is restricted, we will only continue to process your personal information if you consent, or we have another legal basis for doing so.
- **Right to Object:** You can object to our processing of your personal data for direct marketing purposes. In some circumstances you have the right to request that we temporarily stop using your Information in a certain way. This right applies where:
 - you think the information we hold is inaccurate;
 - you think we are processing your Information illegally;
 - we no longer require your information, but you may require it for legal reasons; or
 - you have objected to us processing your Information (see below) and you await a response from us.
- **Right to Data Portability:** You have the right to receive a copy of your personal information which you gave to us. The copy will be provided in a commonly used and machine-readable format. You can also have it transmitted directly from us to another data controller, where technically possible.



- **The right not to be subject to automated decision making and profiling:** You have the right to not be subject to solely automatic decisions (i.e., decisions that are made about you by computer without any human input) in relation to any processes that have a legal or similarly significant effect on you.

You will be notified if we make a solely automated decision which produces a legal effect or significantly affects you.

When you request to exercise your rights

You will not have to pay a fee to exercise any of the rights listed above. However, we may charge a reasonable fee if your request is clearly unfounded or excessive, including where requests are repetitive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal information or to exercise any of your other rights. This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Retention of Data

We will retain your personal data for as long as necessary to fulfil the purposes outlined in this Privacy Policy, or as required by law.

In some circumstances we will anonymise your personal information (so that it can no longer be associated with you) for analytical or statistical purposes, in which case we may use this information indefinitely without further notice to you.

International Transfers of Data

Your personal information will be stored on systems with technical and organisational security measures and controls located within the UK.



How can we help?

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at hello@ukel.co.uk or at:

Sheridans
76 Wardour Street
London
England
W1F 0UR

For further information on data protection please visit the Information Commissioner Office (ICO) website.

The Information Commissioner Office regulates data protection. If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal information, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling 0303 123 1113 or visit the website.



Cookie Policy for www.ukel.co.uk

This Cookie Policy explains how UKEL Ltd ("we", "our", "us") uses cookies and similar technologies to enhance your experience while visiting our website www.ukel.co.uk ("the Site").

What Are Cookies?

Cookies are small text files that are placed on your device (e.g. a computer, tablet, smartphone) when you visit our website. Cookies allow the website to recognize your device and store certain information to improve your experience.

There are two main types of cookies:

- **Session cookies:** Temporary cookies that are erased when you close your browser.
- **Persistent cookies:** Cookies that remain on your device until they expire, or you delete them.

Types of Cookies We Use

We use the following categories of cookies on our website:

1. **Essential Cookies**
These cookies are necessary for the basic functionality of the Site, such as enabling you to navigate and use its features. Without these cookies, services like shopping baskets or e-billing may not work.
2. **Performance Cookies**
These cookies collect information about how visitors use the Site, such as which pages they visit most often or if they receive error messages. These cookies help us improve the performance and functionality of the Site.
3. **Functional Cookies**
These cookies allow the Site to remember choices you make (such as your username, language preference, or region) to provide a more personalised experience.
4. **Targeting and Advertising Cookies**
These cookies are used to deliver ads that are more relevant to you and your interests. They also limit the number of times you see an advertisement and help measure the effectiveness of ad campaigns.
5. **Third-Party Cookies**
We may allow trusted third parties to set cookies on our Site for advertising, analytics, and social media purposes. These cookies are governed by the privacy policies of these third parties.

[For more information on the types of cookies we use, please see the cookie pop up on the website (click on the blue fingerprint button on the website).]



How to Control Cookies

You have the right to decide whether or not to accept cookies. You can set your browser to block cookies, delete cookies, or notify you when a cookie is being placed. Please note that if you choose to block or delete certain cookies, some features of the Site may not work properly.

To adjust your cookie preferences:

- **Google Chrome:** [Link to settings](#)
- **Mozilla Firefox:** [Link to settings](#)
- **Microsoft Edge:** [Link to settings](#)

You can also use the cookie consent banner on our website to manage your preferences.

Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our practices, technology, or legal requirements. We will notify you of significant changes by posting an updated policy on this page with the date of the last revision.

Contact Us

If you have any questions about this Cookie Policy or how we use cookies, please contact us at:

UKEL
c/o Sheridans
76 Wardour Street
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