

## **PRIVACY NOTICE AND POLICY**

This privacy policy sets out how Latitude Mapping Ltd uses and protects any information that you give Latitude Mapping Ltd when you communicate with us by any means.

Latitude Mapping Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy policy.

Latitude Mapping Ltd may change this policy by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 01/05/2018.

### **Who we are**

Latitude Mapping Ltd is a cartographic company based in London, United Kingdom.

Our registered offices are at:

Alpha House  
176a High Street  
Barnet  
London  
EN5 5SZ

We can be contacted on 01707 663090 or [enquiries@latitudemaps.co.uk](mailto:enquiries@latitudemaps.co.uk)

### **Personal information we collect**

We collect your personal information when you enter your details on forms on our website, when you contact us (in writing, by post, email, or posts and messages via the social media platforms that we support, by phone or from visiting our stand at trade shows). We also collect your personal information when you use (or are a recipient) of our services purchased online or through the Latitude Mapping Portal.

We may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send emails to update you on our services including pricing, opening hours, downtime, new or updated products and services, special offers or other information which we think you may find of interest using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail.
- We may use the information to customise our website according to your interests.

## **Security**

We are committed to ensuring that your information is secure. 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.

## **How we use cookies**

A cookie is a small file that is stored on your computer and allows websites to 'remember' you, either for the duration of your visit (a 'session cookie') or for repeat visits (a 'persistent cookie'). Cookies allow websites to, among other things, remember if you have logged in or not, remember your preferences and tailor your experience of the website.

Cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. 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 and the data provided by your browser (i.e. what type of browser you are using).

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer; however, this may prevent you from taking full advantage of the functionality of a website.

## **Your payment card information**

If you use your credit or debit card to purchase from us, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

## **Links to other websites**

Our website may contain links to easily enable you to visit other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **Controlling your personal information**

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to us at Latitude Mapping Ltd, 49 De Bohun Avenue, Southgate, London, N14 4PU or emailing us at [enquiries@latitudemaps.co.uk](mailto:enquiries@latitudemaps.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so. We do not use your personal information to send you promotional information about or from third parties.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Latitude Mapping Ltd, 49 De Bohun Avenue, Southgate, London, N14 4PU.

If you believe that any information we are holding about you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.