

Privacy and Cookie Policy

At SD Computer, we appreciate that your data is important, and you want to know what personal data of yours we store and why. This Privacy Policy and Cookie Policy will explain how and why we collect and use data from users on this website (“Our site”), in a manner consistent with our obligations and your rights.

This Privacy Policy and Cookie Policy explains

- What information we collect from you
- Why we collect it
- How we protect it
- Your rights and how you can exercise those rights, should you wish to

Please fully read this Privacy Policy and ensure that you understand it before continuing with this site. Continued use of this site implies consent to this policy. If you do not agree with these policies, please stop using this site immediately.

This policy does not apply to information about you collected by third-party websites that may be accessible from our website. Any information collected by third-party websites is subject to their own privacy policies.

1. Who We Are

The party referred to as “We” or “Our” in this Privacy and Cookie Policy is SD Computer. Our office is located at Maplestead Avenue, Wilford Village, Nottingham, England, NG11 7AS.

If you have any questions about the website, would like to update your marketing preferences, or make changes to your information currently on file, then please get in touch. The details can be found on the ‘Get In Touch’ page, or in section 12 of this Privacy Policy, Contacting Us.

2. Your Rights

As a data subject, you have the following rights under the GDPR, which this Policy has been designed to uphold:

1. The right to be informed about the personal data we collect
2. The right of access to any personal data we hold about you
3. The right to rectify any personal data we store about you that you believe to be incorrect
4. The ‘Right to be Forgotten’ and have any personal data we hold about you deleted before the end of our standard storage time frame
5. The right to restrict the processing of your personal data
6. The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation)
7. The right to object to us using your personal data for particular purposes
8. Rights with respect to automated decision making and profiling

If you have any cause for complaint about our use of your personal data, please contact us using the details provided in section 12 and we will do our best to solve the issue. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

3. What Data Do We Collect?

Depending upon your use of Our Site, we may collect some or all of the following personal information:

1. Name
2. Contact information (E.g. Email, Telephone number)
3. Demographic information (E.g. Postcode, Interests and Preferences)
4. IP address
5. Web browser (type and version)
6. Operating System
7. A list of URLs: Referring site, your activity on Our Site, the site you exit to
8. Geographic Location

4. How Do We Use Your Data?

All personal data is processed and stored securely for no longer than is necessary in light of the reason(s) for which it was first collected. Our standard period of storage is two (2) years after a purchase, which is reset after any subsequent purchase. We will comply with our obligations and safeguard your rights under the GDPR at all times.

Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate interests.

We may use your data for the following purposes:

1. Providing and managing your account
2. Providing and managing your access to our site
3. Replying to emails from you
4. Analysing your use of our site to enable us to continually improve our site and your user experience

With your permission and/or where permitted by law, we may also use your data for marketing purposes which may include contacting you by email, telephone and post with information, news and offers on our services. We will not, send you any unsolicited marketing or spam, and will take all reasonable steps to ensure that we fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

You have the right to withdraw your consent to us using your personal data at any time and request that we delete it.

5. How and Where Do We Store Your Data?

1. We only store your personal data for as long as we need to in order to use it as described above in section 6, and/or for as long as we have your permission to keep it.
2. Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through our site.

6. Do We Share Your Data?

1. Subject to certain exceptions, we will not share any of your data with any third parties for any purposes
2. In certain circumstances, we may be legally required to share certain data held by us, which may include your personal data. E.g. Where we are involved in legal proceedings, complying with legal obligations, a court order or a governmental authority
3. Finally, in the event of a complete/partial merger or acquisition, the personal data that we hold of the user may also be acquired by the third-party as part of the process.

7. How Can You Control Your Data?

In addition to your rights under the GDPR, when you submit personal data via our site, you may be given options to restrict our use of your data. In particular, We aim to give you strong controls on our use of your data for direct marketing purposes, such as the ability to opt-out of receiving emails from us. You may do so by unsubscribing, using the links provided in our emails.

8. Your Right to Withhold Information

You may access certain areas of our site without providing any data. However, to use all features and functions available on our site, you may be required to submit data or allow for the collection of certain data.

9. How Can You Access Your Data?

Under GDPR regulations, you have the right to ask for a copy of any of your personal data held by us (where such data is held). We will provide any and all information in response to your request free of charge and within a reasonable timeframe.

10. What Are Cookies

There are four general types of Cookies: Strictly Necessary, Performance, Functionality and Targeting. This site routinely uses all four of these types of Cookies to better enhance your use of our site and to help us continue improvements.

Strictly Necessary Cookies are essential for the site to run properly. They enable you to access different areas of the site and use its features, such as accessing logged in or secure areas.

Performance Cookies collect information about how the site is used. We also use cookies to track aggregate Service usage and experiment with new features and changes on the Service. The information collected is used to improve how the Service works.

Functionality Cookies allow us to remember elements of your use of the website. This may include how you are logged in, whether you chose to no longer see advertisements, the state or history of Service tools you've used. These cookies also allow us to tailor the service to provide enhanced features and content for you and to remember how you've customized the service in other ways. The information these cookies collect may be anonymous, and they are not used to track your browsing activity on other sites or services.

Targeting Cookies are used to deliver advertising that is relevant to your interests. These cookies can remember that your device has visited a site and may also be able to track your device's browsing activity on other sites or services other than this one. This information may be shared with organizations outside SD Computer, such as advertisers and/or advertising networks to deliver the advertising, and to help measure the effectiveness of an advertising campaign, or other business partners.

You have the right to refuse the use of all cookies. This can be done with the settings in your browser. However, if you do choose this option, then do bear in mind that you may lose some useful functionality.

11. Our Use of Cookies

1. Our Site may place and access certain first-party Cookies on your device. First-party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of our site and to provide and improve our services. We have taken steps to ensure that your privacy and personal data is protected and respected at all times.
2. By using our site, you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services and/or parties other than us. Third-party Cookies are used on our site for advertising and other services. In addition, our site uses analytics services provided by Google and others, which also use Cookies. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to gain a better understanding of how people use our site.
3. You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party Cookies. By default, most internet browsers accept Cookies, though this can be changed.
4. You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our site more quickly and efficiently, including login and personalisation settings.
5. It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

12. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us by

Email: s_d@computer4u.com

Telephone: 07958196049, 0115 8378433

Post: SD Computer, Maplestead Avenue, Wilford Village, Nottingham, NG11 7AS

13. Changes to Our Privacy Policy

This policy was changed on 12th December 2018 in accordance with the General Data Protection Regulation (GDPR). We may change this Privacy Policy from time to time (E.g. If the law changes). Any changes will be immediately posted on our site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our site, following the alterations. We recommend that you check this page regularly to keep up-to-date.