

Berkshire First Aid Training

Markham House, 20 Broad Street, Wokingham, Berkshire, RG40 1AH
Tel: 07815 798587 Email: enquiries@berkshirefirstaid.com
www.berkshirefirstaid.com



E-Privacy and Cookie Policy

Berkshire First Aid ("we," "us," or "our") is committed to protecting the privacy of visitors to our website, www.berkshirefirstaid.com (the "Website"). This E-Privacy and Cookie Policy explains how we collect, use, and share information about you when you visit our Website. We comply with relevant data protection laws, including the UK GDPR and the Privacy and Electronic Communications Regulations (PECR).

1. Information We Collect

- 1.1. We may collect the following types of information from you when you visit our Website:
 - 1.1.1. Personal Information: This may include information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household, such as:
 - 1.1.1.1. Contact Information: Name, email address, phone number, postal address. This is only collected if you voluntarily submit it through contact forms or other interactive features on the Website.
 - 1.1.1.2. Usage Data: Information about how you use our Website, including the pages you visit, the links you click, the time you spend on each page, and your IP address. This information is typically collected through cookies and similar technologies.
 - 1.1.1.3. Device Information: Information about the device you use to access our Website, including the hardware model, operating system, and browser type.
 - 1.1.2. Non-Personal Information: This may include aggregated and anonymized data that does not identify you personally.

2. How We Use Your Information

- 2.1. We may use your information for the following purposes:
 - 2.1.1. Providing and Improving Services: To provide you with the information and services you request, and to improve the functionality and user experience of our Website.
 - 2.1.2. Communication: To contact you with inquiries, updates, or marketing materials (only if you have opted in to receive them). You can opt out of marketing communications at any time.
 - 2.1.3. Analytics: To analyse Website usage trends and gather demographic information to better understand our audience and improve our services.
 - 2.1.4. Legal Compliance: To comply with applicable laws and regulations.

3. Cookies

- 3.1. Our Website uses cookies to enhance your browsing experience and collect usage data. Cookies are small text files that are placed on your device when you visit a website. We use the following types of cookies:

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- 3.1.1. Strictly Necessary Cookies: These cookies are essential for the Website to function properly and cannot be disabled. They enable you to navigate the Website and use its features.
- 3.1.2. Performance Cookies: These cookies collect information about how you use the Website, such as which pages you visit most often. This information helps us improve the Website's performance.
- 3.1.3. Functionality Cookies: These cookies allow the Website to remember choices you make (such as your language preference) and provide enhanced features.
- 3.1.4. Targeting/Advertising Cookies: We do not currently use targeting or advertising cookies. If we implement them in the future, we will update this policy and provide you with the option to opt out.
- 3.2. Managing Cookies:
 - 3.2.1. You have the right to choose whether or not to accept cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, please note that disabling cookies may affect the functionality of our Website. You can find instructions on how to manage cookies in your browser's help menu.

4. Sharing Your Information

- 4.1. We will not sell or rent your personal information to third parties. We may share your information with the following categories of recipients:
 - 4.1.1. Service Providers: We may share information with third-party service providers who perform services on our behalf, such as website hosting, data analysis, and email marketing. We ensure that these providers are contractually obligated to protect your information.
 - 4.1.2. Legal Authorities: We may disclose your information to legal authorities if required by law or legal process.

5. Data Security

- 5.1. We take reasonable measures to protect your information from unauthorized access, use, or disclosure. However, no data transmission over the internet or electronic storage method is 100% secure.

6. Your Rights

- 6.1. You have certain rights regarding your personal information, including the right to access, rectify, and erase your data. You also have the right to object to the processing of your data. To exercise these rights, please contact us at the contact information provided below.

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7. Changes to this Policy

- 7.1. We may update this E-Privacy and Cookie Policy from time to time. Any changes will be posted on this Website with a revised "Effective Date." We encourage you to review this policy periodically.

8. Contact Us

- 8.1. If you have any questions about this E-Privacy and Cookie Policy, please contact us at:

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