



Privacy Policy of Rural Communications Ltd (Updated to February 2021)

Rural Communications Ltd are committed to safeguarding the privacy of our clients and website users, whilst providing the highest possible quality of service. By using this website you acknowledge and by continuing, agree to this Privacy Policy.

The information we collect about you is used to record and support your registration of, and entitlement to, our services and products. Your personal information is also used to keep you informed about product upgrades, promotions, and other products and services, We will not give your personal information to any company or organisation without your consent except to comply with the law.

We will only use the information that we collect about you lawfully in accordance with the General Data Protection Regulations 2018. Under the terms of the GDPR legislation, we are required to explain to you how we will treat any personal and/or private data which we collect from you.

It is our policy that this information is private and confidential. Once we have received your personal information you provide to us, it is stored in a secure location, and is accessible only by designated staff. We will use it only for the purposes for which you provide the information under this privacy policy.

We will not sell, rent, or trade to third parties any personal information you provide to us, and we will only store it for as long as is necessary to continue providing the required service to you.

Should you wish to access any of the information that we store about you, or wish to request we remove the data entirely, please email the data protection officer at dpo@rural-communications.com An admin fee may be payable.

Collection of Information

We may collect and process the following data about you:

1. information that you provide for us to process your contact, query, request or order;
2. information that you provide by filling in forms on our website;
3. information that you provide relevant to client surveys;
4. details of your visits to our website including but not limited to IP address, traffic data, location data, and other communication data and are not used to identify you as an individual.

Keeping you informed

We would like to tell you by e-mail or other electronic means about our news, products and services which we believe would be of interest to you. You can opt in/out or change your mind at any time. Please do contact us on dpo@rural-communications.com

Use of Cookies

Web usage analysis software is used on this website. This software stores cookies on your computer in order to obtain non identifying data such as IP address, browser type, computer data and data related to the visit of this website. The analysis of such data helps us to meet our clients' requirements and optimise the site for viewing and ease of use. The data shall be used to record and analyse visits to this web site and shall not be used to personally identify you.

Most web browsers allow some control of most cookies through the browser settings. For more information about cookies and instructions on how to adjust your browser settings to restrict or disable cookies, see the IAB website at www.allaboutcookies.org

Partner Websites and Data Collection/Storage

In order to provide some of our key services, we utilise the services of trusted partner websites and cloud-based systems.

We believe the data held by these partner websites and cloud-based systems to be safe, secure, and only available to Rural Communications Ltd for the purposes listed above.

We endeavour to act in the best interest of our clients and will not abuse our position of data controller for any commercial gain.

Contact us

Should you wish to contact us regarding this privacy policy please contact us using the contact details set out at the bottom of our website. Our appointed Data Officer can also be reached directly at dpo@rural-communications.com The data officer ICO registration ref is: **ZA843104**

If you think there is a problem with the way we have handled your data then be aware you have the right to raise a complaint to the ICO (Information Commissioner's Office) please visit: <https://ico.org.uk/>