



Excellence Tools Privacy Policy

1. Key details

This website privacy policy describes how Excellence Tools Ltd protects and makes use of the information you give the company when you use this website.

The information you have been asked for when using this website will only be used in the ways described in this privacy policy. This policy is updated from time to time. The latest version is published on this page.

This website privacy policy was updated on: 8th May 2018.

2. Using this website

Access to this website is provided by Excellence Tools Ltd and subject to these terms.

Excellence Tools is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement. Excellence Tools is registered with the Information Commissioner's Office (ICO) for data protection.

We do not guarantee that use of this website will be uninterrupted or error free, that defects are corrected, or that the server that runs it is free from viruses or bugs. You acknowledge that it is your responsibility to implement sufficient security and virus checks. Your use of the website and the materials contained in it are done so entirely at your own risk.

3. Why we gather information and what data we gather

To receive the free guide from Excellence Tools, we will ask you for your name and email address. When you have confirmed your email address, we will send you information via email only. By opting into receiving our free guide, you also agreed that Excellence Tools can email you additional free information to help your business.

When you purchase the Excellence Tools Online Programme, we will ask you for a name, phone number, email address and username. These allow you to log in and access your online programme. You can opt in to receiving additional material to assist you on the Programme. If you do not opt in, you will still receive confirmation emails of your purchase of the online course.

To opt out from any emails from Excellence Tools, please click the unsubscribe link on any email from us or email David.Smith@excellencetools.com and we will unsubscribe you from our list promptly.

Collecting this data also helps us understand what you are looking for from the company, enabling us to deliver improved products and services.

4. How we use this data

Specifically, we may use data:

- * To contact you in response to a specific enquiry from you.
- * If you have opted in to receive emails from us, we may send you promotional newsletters and emails about products, services, offers and other things we think might be relevant to you.
- * For our own internal records.
- * To improve the products and services we provide.

We use PayPal to process payments on the excellencetools.com site. Your payment information and email is subject to PayPal's privacy policies. Please see their privacy policy here <https://paypal.com/privacy>

Excellence Tools uses MailChimp as its marketing automation platform. The information you provide is passed to MailChimp for processing in accordance with their Privacy Policy and Terms. <http://mailchimp.com/legal/privacy>.

We also use Google Analytics to track movement on our site to better improve your experience.

5. Controlling your personal information

Opt out/unsubscribe: If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by emailing us at david.smith@excellencetools.com or click *unsubscribe* from any email we send you.

Removal: You can request to be removed from our list. Please email us at the above address in order to do this.

Complaints: If you have any complaints about the use of your data, please email us as soon as possible.

Access to your data: You can always have access to the data we hold for you. Please click on the Update your Preferences link from any Excellence Tools email and you will find your information. Alternatively, please email us at the address above.

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

We will not sell, distribute or lease your personal information to third parties unless we have your permission, or are required by law to do so. We will always hold your information securely. Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998.

6. Cookies and how we use them

We use cookies on our site.

What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you.

They also enable us to see information like how many people use the website and what pages they tend to visit.

How we use cookies

We may use cookies to:

- * Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- * Identify whether you are signed in to our website. A cookie allows us to check whether you are signed in to the site.
- * Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- * Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- * To recognise when you return to our website. We may show your relevant content, or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.

However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

7. Information you post on our website

This Privacy Policy does not apply to any information you may disclose publicly in any chat rooms, message boards, blogs, or similar web pages, including those hosted on or linked to our Site. You should keep in mind that whenever you publicly disclose information about yourself online—for example, via message boards or chat rooms—that information could be collected and used by people whom you do not know.

In addition, certain message boards and similar user forums may display IP addresses along with the message poster's name and message.

Excellence Tools Ltd bears no responsibility for any action or policies of any third parties who collect any information users may disclose in the comment area on the Excellence Tools website.

8. Links from our site

Our website may contain links to other websites. Please note that we have no control of websites outside the www.excellencetools.com domain.

If you provide information to a website to which we link, we are not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.

Excellence Tools Ltd

8th May 2018