

PRIVACY POLICY

Ultimate AV Systems Limited ("Ultimate AV") is committed to ensuring that your privacy is protected. Please read the following Privacy Policy to understand how Ultimate AV collects, uses and protects the information that you provide to it.

By providing Ultimate AV with your personal data, you consent to the collection, use and transfer of your personal data under the terms of this Privacy Policy. This policy, together with our [Terms of Use](#) and [Terms and Conditions of Sale](#) sets out the basis on which any personal data Ultimate AV collects from you, or that will be processed by Ultimate AV.

INFORMATION THAT ULTIMATE AV COLLECTS FROM YOU

When you visit this Website or enter your details on this Website, you may be asked to provide certain information about yourself and your company including your name/the company name and contact details. Ultimate AV may also collect information about your usage of this Website as well as information about you from e-mails or letters you send to it.

USE OF YOUR INFORMATION

Ultimate AV gathers this information to allow it to process your enquiries and orders received for the purchase of products from the Website. The relevant information is then used by Ultimate AV to communicate with you on any matter relating to your enquiry and the provision of the goods and/or services generally. Ultimate AV will also use and analyse the information it collects so that it can administer, support, improve and develop its business. Ultimate AV may ask you for information when you report a problem with the Website, or in administering debt recoveries, in order to verify your identity.

In particular, Ultimate AV may use your information to contact you for your views on its goods and/or services and to notify you occasionally about important changes or developments to the Website or its services. Further, where you have consented on the Order Form or any other means, Ultimate AV might also use your information to let you know about other products and services which it offers which may be of interest to you and Ultimate AV may contact you by post, telephone or fax, as well as by e-mail. If you change your mind about being contacted in the future, please let us know by sending an email to info@ultimate-av.co.uk.

DISCLOSURE OF YOUR INFORMATION

The information you provide to Ultimate AV will be held on its computers in the United Kingdom and may be accessed by or given to its staff working outside the United Kingdom and third parties who act for it for the purposes set out in this policy or for other purposes approved by you. Ultimate AV may also pass aggregate information on the usage of our Website to third parties but this will not include information that can be used to identify you.

Where you have consented when providing Ultimate AV with your details, it may also allow carefully selected third parties to contact you occasionally about products and services, which may be of interest to you. They may contact you by post, telephone or fax, as well as by e-mail. If you change your mind about being contacted by these companies in the future, please contact Ultimate AV by sending an email to info@ultimate-av.co.uk.

If the business of Ultimate AV is sold or integrated with another business your details may be disclosed to its advisers and any prospective purchasers and their advisers and will be passed on to the new owners of the business.

Unless required to do so by law, Ultimate AV will not otherwise share, sell or distribute any of the information you provide to it without your consent.

COOKIES AND OTHER INFORMATION GATHERING TECHNOLOGIES

Cookies are small amounts of information, which are stored on your computer. Unless you have indicated your objection when disclosing your details to Ultimate AV, its system will issue cookies to your computer when you log on to the Website. Cookies make it easier for you to log on to and use the Website during future

visits. They also allow Ultimate AV to monitor website traffic and to personalise the content of the Website for you. You may set up your computer to reject cookies by following these [instructions](#) although, in that case, you may not be able to use certain features on the Website. You should refer to your manufacturer or supplier of your web browser for specific details about cookie security. If you do not wish to receive cookies in the future, you may choose not to receive cookies. However, it is your responsibility to turn off cookies as Ultimate AV has no control over your access to the Website. Please be aware that the Website will not work and you will not be able to place orders on the Website if the cookies are turned off by you.

SECURITY AND DATA RETENTION

The Internet is not a secure medium. However, Ultimate AV employs security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. Ultimate AV will retain your information for a reasonable period or as long as the law requires.

ACCESSING AND UPDATING

You are entitled to see the information held about you and you may ask Ultimate AV to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact Ultimate AV. Ultimate AV is entitled by law to charge a fee of £10 to meet its costs in providing you with details of the information it holds about you.

CHANGES TO THIS PRIVACY POLICY

Any changes to this Privacy Policy in the future will be posted on the Website and, where appropriate, through e-mail notification.

CONTACT

All comments, queries and requests relating to Ultimate AV's use of your information are welcomed and should be addressed to Ultimate AV using the contact details provided on the ["Contact Us"](#) page.