

Privacy Policy

1. General

1.1 cherry-it.co.uk is a websites operated by Cherry IT 32 Queens Terrace, Southampton, Hampshire SO14 3BQ, who are the controllers of your personal data for the purpose of the Data Protection Act 1998.

You can find further information about us under the 'About' page.

1.2 We take data protection seriously and comply with the Data Protection Act 1998 and other applicable UK and European regulations.

2. Your personal details

2.1 We use your personal details only for the purposes of providing quotations, submitting your orders, concluding and administering our contract(s) with you, supplying services ordered to you, obtaining and processing payment, conducting quality and systems administration and cheques and enforcing the terms of our contract(s) with you. As set out in the general terms and conditions we may pass your information to third parties for the purpose of credit checks against you, and for updating your credit history. We will also pass your details to third parties for the purpose of despatch and delivery of your order. Should it be necessary to take steps to collect sums due from you or otherwise in connection with any dispute between us, we reserve the right to pass your details to relevant third parties for this purpose.

2.2 For processing and for the billing of our services we may use facilities operated by our group companies and provide them with the necessary data in order for them to provide the relevant services and billing.

2.3 If we pass on your details to a third party, we will do so under the condition that the third party is also required to protect your privacy.

2.4 If you have consented to this during the order process, we will use your details for sending you details of products and services provided by print24 which we think you may find of interest. You can notify us at any time that you do not wish to receive such notifications by email to contact@cherry-it.co.uk Under no circumstances we will forward your personal details to third parties for advertisement or marketing purposes.

3. Cookies

3.1 Cookies are small text files stored on your computer and used by millions of websites.

3.2 Under the security settings on your browser you can deactivate the storage of cookies. However, this might limit of the functionality of the website.

3.3 The cookies from our site are “session cookies”, which means that they will be deleted after termination of the session (through logging out or timeout). *We also offer you the option of customising the home page to your particular requirements (no Gateway page displayed when visiting the website again). When the relevant checkbox is activated by the user, a cookie will store this information (the cookie itself being stored for 90 days). Furthermore, Google Analytics (a web analytics programme) also employs cookies (cf. no. 5 for details of this.).*

3.4 If you share your computer with other users, we advise you to log out after each session. In addition you can also deactivate or delete the cookies in your browser settings.

4. Log files

4.1 When a user operates on our websites and clicks through it, a history is created in a log file on our servers. Log files are only saved for system-related and statistical purposes. In order to prevent fraudulent use, your IP address is saved as well. Whenever browsing through the website the following data will be stored:

- your IP address (definite identification of your computer)
- the remote host (name and IP address of computer which requests the
- website) time, status, file size and the website where the files came from
- (referrer) browser information (user agent)

These statistics will be deleted automatically after 60 days.

4.2 Log files enable us to find out at which specific times during the day we have the highest traffic on our website, and how much our customers browsed through it. Furthermore we are able to indentify errors, eg. mistaken links or system errors. The log files give us a feedback in order to refine our website. We do not connect any saved information with a specific person. A connection will only happen in the case of suspicion of misuse occurs.

5. Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics employs cookies, i.e. text files that are stored on your computer and which enable an analysis to be made of your use of this website. The information about your use of the website as generated by each cookie (including your IP address) will be relayed to a Google server in the USA and stored there. Google uses this information to evaluate your use of the website in order to compile reports about website activities for the website operator, and to provide other services connected with the use of website and the internet. Google will also relay this information to third parties to the extent that this is prescribed by statute or where third parties are contracted by Google to process this data. Under no circumstances will Google link your IP address with other data owned by it. You can prevent the installation of cookies by adjusting your browser software accordingly; however we point out that by doing so you may be prevented from using the full range of this website's functions. By using this website you are indicating your agreement to Google processing the information stored relating to you, in accordance with the method and for the purpose described above. In view of the current discussion concerning the use of analysis tools with full IP addresses, we would like to point out that this website uses Google Analytics with the extension "_anonymizeIp()", in order that IP addresses can only be reprocessed in a truncated form, in order to prevent persons from being identified. Here you can completely deactivate Google Analytics.

5. Data security

All data which are saved on our servers are protected by multiple security systems against misuse. Our staff and system operators check the security systems on a regular basis.

6. Availability of privacy terms

You can view and print this personal data protection policy from every part of our website by clicking "Privacy Policy".

7. Right of access to personal data

You have a right to be provided with information regarding your personal data and its use by us can be requested at any time. In order to do so please contact: Cherry IT 32 Queens Terrace, Southampton, Hampshire SO14 3BQ. A fee may be payable.