

BCarm Privacy Policy

BCarm is committed to maintaining your privacy. This privacy policy will explain how we use the personal data that is collected when you use our website www.bcarm.co.uk

The following policy is intended to protect your privacy and ensure that your personal data is handled in a safe and responsible manner. We recommend you refer to this policy and our [Cookie Policy](#) on an ongoing basis to stay up-to-date with our most current privacy policy practices.

What data do we collect?

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when. Demographic information (such as address and/or postcode) and information about your business or organisation.

We also use cookies on the site to collect information such as IP address, geographical data and pages visited – full details of our cookies can be found within our [Cookies Policy](#).

How do we collect your data?

We collect and process data when you:

- Voluntarily complete an online form on the website such as book a meeting calendar, free trial or demonstration, contact us form, register for a webinar or workshop, download an insight, Solution Tool email result request.
- Use or view our website via your browsers cookies. See [Cookie Policy](#).

Use of Your Information

We use this information to understand your needs and provide you with a better service, and in particular for the following reasons:

Internal record keeping; to improve our products and services; to periodically send promotional emails about products, services, events and insights or other information which we think you may find relevant and interesting.

- We may use the information to customise the website according to your interests.
- We will not sell or rent your information to third parties.
- We will not share your information with third parties for marketing purposes.

How do we store your data?

We store data collected from the website on our servers, CRM system, and the BCarm Management System, where it could be viewed by our staff and business system suppliers. By submitting your personal data, you agree to this. We will only hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

Marketing

BCarm would like to send you information about products, services, events and insights that we think you might like. If you have agreed to receive marketing, you can always opt out at a later date.

Access to Your Personal Information

You have the right to request a copy of the personal data that we hold about you, have any inaccuracies corrected, or have data erased.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us or using the unsubscribe link in any of our marketing communications.

How to contact us

If you have any questions about BCarm's Privacy Policy, the data we hold on you or would like to exercise one of your data protection rights please don't hesitate to contact us.

Email us: info@bcarm.co.uk

Or write to us at: BCarm 145 High Street, Sevenoaks. Kent. TN13 1XJ

Changes to our Privacy Policy

We keep this Policy under regular review. This Policy was last updated in March 2022