



7 Gen Analytics

Privacy Policy

www.7genanalytics.com

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This privacy policy will explain how our organization 7 Gen Analytics ('our company') uses the personal data we collect from you when you use our website.

What data do we collect?

Our Company collects the following data:

- Personal identification information (Name, email address, phone number, etc.)

How do we collect your data?

You directly provide Our Company with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.
- [Add any other ways your company collects data]

Our Company may also receive your data indirectly from the following sources:

- [Add any indirect source of data your company has]

How will we use your data?

Our Company collects your data so that we can:

- Process your order, manage your account.
 - Email you with special offers on other products and services we think you might like.
- 

If you agree, Our Company will share your data with our partner companies so that they may offer you their products and services.

- [N/A]

When Our Company processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

How do we store your data?

Our Company securely stores your data at [enter the location and describe security precautions taken].

Our Company will keep your [enter type of data] for [enter time period]. Once this time period has expired, we will delete your data by [enter how you delete users' data].

Marketing

Our Company sends you information about products and services of ours that we think you might like, as well as those of our partner companies.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Our Company from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please click [here](#).
(marketing@7genanalytics.com)

What are your data protection rights?

Our Company would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access - You have the right to request Our Company for copies of your personal data. We may charge you a small fee for this service.

The right to rectification - You have the right to request that Our Company correct any information you believe is inaccurate. You also have the right to request Our Company to complete information you believe is incomplete.

The right to erasure - You have the right to request that Our Company erase your personal data, under certain conditions.

The right to restrict processing - You have the right to request that Our Company restrict the processing of your personal data, under certain conditions.

The right to object to processing - You have the right to object to Our Company's processing of your personal data, under certain conditions.

The right to data portability - You have the right to request that Our Company transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email:

What is a cookie?

A "cookie" is a piece of information that is stored on your computer's hard drive and which records how you move your way around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.

Cookies are used by nearly all websites and do not harm your system.

If you want to check or change what types of cookies you accept, this can usually be altered within your browser settings. You can block cookies at any time by activating the setting on your browser that allows



you to refuse the setting of all or some cookies. By not blocking cookies and continuing to browse you are authorising the use of cookies. If you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

How do we use cookies?

We use cookies to track your use of our website.

This enables us to understand how you use the site and track any patterns with regards to how you are using our website. This helps us to develop and improve our website as well as products and/or services in response to what you might need or want.



Cookies are either:

Session cookies

These are only stored on your computer during your web session and are automatically deleted when you close your browser – they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or

Persistent cookies

A persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again. We use persistent cookies for Google Analytics.

Cookies can also be categorised as follows:

Strictly necessary cookies

These cookies are essential to enable you to use the website effectively, such as when buying a product and/or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.

Performance cookies

These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.

Functionality cookies

These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.



For further information , visit www.allaboutcookies.org

How do we use cookies?

Our Company uses cookies in a range of ways to improve your experience on our website , including:

- Keeping you signed in
- Understanding how you use our website
- [Add any uses your company has for cookies]

What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- **Functionality** - Our Company uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** - Our Company uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Our Company sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website .
- [Add any other types of cookies your company uses]

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The Our Company website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.



Changes to our privacy policy

Our Company keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 9 January 2019.

How to contact us

If you have any questions about Our Company's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: contact@7genanalytics.com

How to contact the appropriate authority.

Should you wish to report a complaint or if you feel that Our Company has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

<https://ico.org.uk/make-a-complaint/>

