

# OptiSense Limited Privacy Policy Notice

## The policy:

This privacy policy notice is for [www.optiSense.co.uk](http://www.optiSense.co.uk) and served by OptiSense Limited, Unit 5 Blatchford Road, Horsham West Sussex RH13 5QR, United Kingdom, and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, OptiSense Limited.
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

## Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control any personal information about you electronically using the following lawful bases.

- We are exempt from registration in the ICO Data Protection Register because we do not process personal information.
- **Lawful basis:** Legitimate interests  
**The reason we use this basis:** Information gathered through the website is used to collect error reports relating to Genie instruments; to provide information that you requested  
**We process your information in the following ways:** Only to provide service to our customers.  
**Data retention period:** Until no longer relevant  
**Sharing your information:** We do not share your information with third parties.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

## Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [[www.ico.org.uk](http://www.ico.org.uk)] if you feel there is a problem with the way we are handling your data. We handle subject access requests in accordance with the GDPR.

## Internet cookies

We do not use cookies on this website

## Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

### Transparent Privacy Explanations

We have provided explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

### Sponsored links, affiliate tracking & commissions

Our website may contain affiliate links (authorised dealers) on some pages. We do not use any advertising partners. Clickable links are displayed as a titled text link like this: [Click here to report Genie® II and Genie® III Bugs](#)

Clicking on any clickable or affiliate links will not track your actions by using a cookie saved to your device. If you have any concerns about this we suggest you do not click on any links found throughout the website.

### Email marketing messages & subscription

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done directly from OptiSense Limited, without the use of any third party.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We allow you to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time.

### Resources & further information

- [Overview of the GDPR - General Data Protection Regulation](#)
- [Data Protection Act 1998](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [The Guide to the PECR 2003](#)

Michael Andreou  
Managing Director  
May 2018