

Privacy and Cookies Policy

This privacy policy sets out how 'Base Technologies Limited', ("we" or "us") uses and protects any information that you give us when you use this website.

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this Privacy Policy.

What information do we collect?

At times we may request that you voluntarily supply us with personal information through either this website, by emailing us directly or via the telephone. Generally, this information is requested when you want us to provide you with information.

We may collect the following information:

- Name
- Email address
- Telephone number
- IP address (a unique identifier for your computer or other device)
- Mobile device ID

How we do we use information you give us?

By providing your personal information to us you are consenting to us processing this information to:

- Provide you with information that you have requested e.g. a newsletter, bulletins;
- Respond to specific queries you may raise;
- Provide you with better ways of accessing information from this website;
- Improve our products and services.

We may also periodically send promotional emails about new products, services or other information which we think you may find interesting using the email address which you have provided.

We will contact you directly to request consent before processing your personal information for any other purpose than outlined in this policy.

Do we share your information with third parties?

The personal information you provide may be shared in the following circumstances:

We may send your personal information to other group companies, affiliates and third parties to help us process your personal information for the purposes set out in this policy. They only have access to the personal information they need to perform those services. They are required to keep your personal information confidential and may not use it other than as we ask them to and always in accordance with this privacy policy.

We may disclose personal information to third parties when we reasonably believe we are required by law, and in order to investigate, prevent, or take action regarding suspected or actual unlawful or otherwise prohibited activities, including, but not limited to, fraud.

If our business (or any part of it) is sold or transferred at any time, the personal data we hold may form part of the assets transferred although will still only be used in accordance with this policy. Further, in the event that we sell or buy any business or assets, we may disclose your personal data to the prospective buyer or seller of such business or assets. We will ensure that the third parties who receive your personal information are required to keep it confidential.

Please be assured that, other than as set out here, we will not pass your personal data to a third party company for any secondary or unrelated purposes without your prior consent.

How is your information secured?

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

The security measures in place are to protect against the loss, misuse, and/or alteration of the information that we may collect. However, as effective as our security measures are, no security system is impenetrable and unfortunately the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data held by us; any sharing with us is at your own risk. Once we have received your information, we will use good practice procedures and security features to try to prevent unauthorised access.

How long do we keep your information?

We will keep your information for a reasonable period of time for the purpose that it has been collected or as required by law.

Controlling your personal information

You can control how your personal information is processed in the following ways:

Stopping further communication and withdrawing consent: if you have previously submitted your personal information via the website or other means, you may request this data is not used for further contact from us by writing to or emailing us at the addresses below.

Correction of information already held: if you believe that any information we are holding on you is incorrect or incomplete, please write to or email us at the addresses below.

Access to your data: You have the right to ask for a copy of the personal information which we hold about you. This is referred to as a Subject Access Request. To submit a request please write to as the addresses below. We will promptly correct any information found to be incorrect.

Contacting us

Email: hello@basetechnologies.co

Post: Base Technologies, Floor 1 Medius House, 63-69 New Oxford Street, London, England, WC1A 1DG

Transferring data

We operate internationally and therefore we may transfer your personal information to countries around the world including the US and other countries outside of the EU.

By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the EU. By submitting your personal data, you're agreeing to this transfer, storing or processing.

If we transfer your information outside of the EU in this way, we will, where necessary, put in place appropriate safeguards to ensure your information is protected in line with this policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

Links to other websites

Our website may contain links to other third-party websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over other website. Therefore, we cannot be responsible for the protection and privacy of any information you provide while visiting such sites, and this privacy statement does not govern such sites. You should exercise caution and look at the privacy statement applicable to the website in question.

Under 13 year olds

This website is not intended or designed to attract children under the age of 13. We do not knowingly collect personal information from or about any person under the age of 13. If you are under 13 years old and wish to ask a question or use this site in any way which requires you to submit your personal information, please get your parent or guardian to do so on your behalf.

Right to lodge a complaint with a Supervisory Authority

If you have a complaint or an issue with how we have collected or are processing your personal information you have a right to contact your Supervisory Authority. In the UK this would be the ICO and their contact details can be found [here](#).

How to contact us

Base Technologies is the Data Controller for any information collected through this website or you provide when contacting us directly via email or phone.

Our full legal name is 'Base Technologies Limited. We're a limited company incorporated in England and Wales. Our registered company number is 10524777 and our registered address is:

Base Technologies, Medius House, 63-69 New Oxford Street, London, England, WC1A 1DG

We are the Data Controller of the information you provide us with. This term is a legal phrase used to describe the person or entity that controls the way information is used and processed.

For any questions or queries that you have you can contact us at:

hello@basetechnologies.co

Changes to this Policy

In the future, we may change this policy and will update this page accordingly. You should check this page from time to time to ensure that you understand any changes. The current version of this policy is effective from 1st May 2018.

This privacy policy is governed and construed in accordance with English law.

Cookie Policy

By using our website, you are agreeing to our use of cookies as described in this notice.

What Are Cookies?

We may use information obtained from cookies or similar technology. Cookies are text files containing small amounts of information, which we download onto your computer or device when you visit our website. Therefore, when we refer to “you” in this section, we mean your computer. We can recognize these cookies on subsequent visits and they allow us to remember you.

Cookies come in many forms. We have set out the main types and categories of cookies that are used below. This section refers to all types and categories of cookies and not just those we use on our website.

First and third-party cookies – whether a cookie is first-party or third-party refers to the domain placing the cookie. First-party cookies are those set by a website that is being visited by the user, the website displayed in the URL window. Third-Party cookies are cookies that are set by a domain other than that of the website being visited by the user. If a user visits a website and another entity sets a cookie through that website, this would be a third-party cookie.

Persistent cookies – these cookies remain on a user’s device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookie – these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

What do we use cookies for?

Cookies fall into one or more of the categories set out below.

1. Strictly necessary cookies – These cookies enable services you have specifically asked for.

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies, certain services you have asked for cannot be provided.

This website uses cookies in this category.

2. Performance cookies – These cookies collect information on the pages visited.

These cookies collect information about how users use a website. For instance, which pages users go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. They are only used to improve how the website works.

This website uses cookies in this category.

3. Functionality cookies – These cookies remember choices you make to improve your experience.

These cookies allow the website to remember choices you make and provide enhanced, more personal features. They may also be used to help provide services you have asked for, such as watching a video or commenting on a blog. The information these cookies collect may be anonymized, and they cannot track your browsing activity to other websites.

This website uses cookies in this category.

4. Targeting cookies or advertising cookies – these cookies collect information about your browsing habits in order to make advertising relevant to you and your interests.

These cookies are used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement, as well as help measure the effectiveness of the advertising campaign. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website, and this information is shared with other organizations, such as advertisers. Quite often, targeting or advertising cookies will be linked to site functionality provided by the other organization.

This website doesn't use cookies in this category.

What cookies do we use?

Performance/Analytics/Tracking: This type of cookie provides aggregated information about where a user may go on the website.

Google Analytics. Base Technologies uses Google Analytics to help us analyse how visitors use the website. Among other things, Google Analytics uses cookies to collect information about the number of visits to the Website, the webpage that referred visitors to the website,

language, device, browser and operating system, the pages visitors view within the website and other similar details. We do not share this information with third parties. When used this way the Google Analytics cookie is a persistent cookie, and will remain on your device until the cookie expires or you delete it. These cookies may appear as _utma, _utmb, _utmc, _utmz, _utmv, _utmt.

We also use Google Analytics as a session cookie. This cookie may appear as has_js. We do not retain this data as it is deleted upon closing of your browser, and therefore we cannot share it with any third parties.

Social media/Sharing: These are cookies that help with the website's functionality. These are third party cookies, and they allow you to share comments, pages, bookmarks, and likes, and help to provide access to social networking tools easily.

Social media widgets used on this Website include LinkedIn, Twitter, and YouTube. These social media widgets collect information about your visit to the Website and your use of the social platform services (for example, buttons or likes) on the website. We do not share information with these social platforms, however please keep in mind the social networks collect the data of your site visit and interaction with the social widget directly.

Removing cookies

If you want to delete any cookies that may already be on your computer or device, please refer to the instructions for your file management software to locate the file or directory that stores cookies. If you want to stop cookies from being stored on your computer in the future, please refer to your browser manufacturer's instructions by clicking "Help" in your browser menu. Further information on cookies is available at allaboutcookies.org. By deleting our cookies or disabling future cookies, you may not be able to access certain areas or features of our website.