

## **Privacy Policy**

Ecometric Ltd is a company registered in England at Fraser Ross House, 24 Broad Street, Stamford, Lincolnshire, United Kingdom, PE9 1PJ (collectively referred to as “Ecometric”, “we” or “us” in this policy).

This privacy policy applies between you, the User of this Website and Ecometric. Ecometric takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

### **Site Visitors:**

This website is hosted by Wordpress. Wordpress collects personal data when you visit this website, including:

- Information about your browser, network and device
- Web pages you visited prior to coming to this website
- Web pages you view while on this website
- Your IP address

Wordpress needs the data to run this website, and to protect and improve its platform and services. Wordpress analyses the data in a de-personalized form.

### **Analytics:**

This website collects personal data to power our site analytics, including:

- Information about your browser, network, and device
- Web pages you visited prior to coming to this website
- Your IP address

This information may also include details about your use of this website, including:

- Clicks
- Internal links
- Pages visited
- Scrolling
- Searches
- Timestamps

We share this information with Wordpress, our website analytics provider, to learn about site traffic and activity.

### **Cookies:**

This website uses cookies and similar technologies, which are small files or pieces of text that download to a device when a visitor accesses a website or app. These functional and required cookies are always used, which allow Wordpress, our hosting platform, to securely serve this website to you.

### **Form Submissions:**

When you submit information to this website via webform, we collect the data requested in the webform in order to track and respond to your submissions. We share this information with Wordpress, our online store hosting provider, so that they can provide website services to us. We also share this information with Mailchimp as appropriate for storage and with Zapier for data porting. From time to time, we may send you newsletters updating you on our activities and services, you can unsubscribe from these at any time.