



Privacy Policy Notice

The policy: This privacy policy notice is served by APE AV under the website; www.ape-av.com. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Policy key definitions:

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

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) APE AV control and / or process any personal information about you electronically using the following lawful bases.

APE AV is exempt from registration in the ICO Data Protection Register because it is the trading name of an individual and does not use CCTV for crime-prevention purposes.

Data retention period: We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

Sharing your information: APE AV does not share your data with third parties without prior consent gained. When sought, the purpose behind the data sharing will be explained.

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] if you feel there is a problem with the way APE AV is handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

The APE AV website [www.ape-av.com] does not use cookies. APE AV takes no responsibility for cookies used on sites which are linked through.

Data security and protection

APE AV ensures the security of any personal information we hold by using secure data storage technologies and precise procedures in how it is stored, accessed and how it is managed. APE AV's methods meet the GDPR compliance requirement.

Fair & Transparent Privacy Explained

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

Email marketing messages & subscription

Under the GDPR APE AV uses the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. APE AV only collects certain data about you, as detailed in the "Processing of your personal data" above. Any email marketing messages we send are done so through an EMS, email marketing service provider. An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also unsubscribe from all MailChimp lists, by following this link, otherwise contact the EMS provider.

Our EMS provider is: MailChimp. We hold the following information about you within our EMS system:

- Email address
- I.P address

- Subscription time & date

Resources & further information

- [Overview of the GDPR - General Data Protection Regulation](#)
- [Data Protection Act 2018](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [The Guide to the PECR 2003](#)
- [Twitter Privacy Policy](#)
- [Facebook Privacy Policy](#)
- [Google Privacy Policy](#)
- [Linkedin Privacy Policy](#)
- [Mailchimp Privacy Policy](#)

APE AV reserves the right to update this policy at any time. Update notifications will be published through the Website.