



Policy Document

LVS_POL02: Privacy, Data Collection & GDPR

Policy Written by	Dr Deborah E. Cox (LVS Managing Director)
Version 4 Date Issued	13/01/2023
Version 4 Review Due	13/01/2025
Changes since last version	No changes; confirmation of content only.

This privacy policy will explain how LVS uses personal data we collect from you when you use our website or when we provide our services. Specifically it will detail

- **A message from Squarespace**
- **What data we collect**
- **How we collect your data**
- **How we use your data**
- **How long we store your data**
- **Marketing**
- **What your data protection rights are**
- **What are cookies**
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A message from Squarespace:

“This website is hosted by Squarespace. Squarespace 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

Your IP address

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

What data we collect:

LVS collects & stores the following data in a secure database:

- Personal identification information (Name, E-mail Address, & Telephone number).
- For accounting purposes we also record the Company Name/Facility Name & Address (geographic location) that is requesting services.

The LVS website collects personal data to power the site analytics, including:

- Information about your browser, network, and device
- The web page you visited prior to coming to the LVS website (what link was clicked on)
- Your IP address

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

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

LVS shares this information with Squarespace, our website analytics provider, to learn about site traffic and activity.

How we collect your data:

You directly provide LVS 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.
- Use or view our website via your browser's cookies.

How we use your data:

LVS will not share your personal information to a third party without consent unless instructed to by law. We will never sell your data. LVS collects your data so that we can:

- Process orders and manage your account.
- Email you with test results/project reports, project updates, information, research updates, and service availability or other information on services we think would be of benefit to you.
- Improve our performance & services.

How long we store your data:

Because LVS performs research & monitors plant pests & diseases over very long periods of time (years to decades) LVS will keep your Name, (work) Address, (Work) Telephone & (Work) E-mail contact details on file unless you wish to exercise your right to be forgotten. For accounting & legal purposes personal data will be securely stored for the minimum period of 7 years. Once this time period has expired, we will delete your data by shredding paper files, and electronically anonymise your personal information in our central database unless you are an ongoing active client.

Marketing:

LVS would like to send you information about our latest research & packages that we think would be of benefit to you. We share your contact information with our website service provider, Squarespace, to facilitate email campaigns & automated messages when you create an account, create or change a password, or make a purchase.

If you have agreed to receive marketing, you may always opt out at a later date. Please note that it is not possible to unsubscribe from emails which inform you that you have created a Customer Account, if your password has been re-set or updated, if you make a purchase, & notification of results/reports.

You have the right at any time to stop LVS from contacting you for marketing purposes. If you no longer wish to be contacted for marketing purposes, please contact deborah@laganvalleyscientific.com or click the 'unsubscribe' link in the email received.

What your data protection rights are:

LVS 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 LVS for copies of your personal data. We may charge you a small fee for this service & require proof of identity to release personal data.

The right to rectification – You have the right to request that LVS correct or update any information you believe is inaccurate. You also have the right to request LVS to complete the information you believe is incomplete.

The right to erasure – You have the right to request that LVS erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that LVS restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to LVS's processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that LVS transfer personal data that we have collected to another organisation, 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 via

E-mail: deborah@laganvalleyscientific.com

Telephone: 07973516742

Or write to us: Lagan Valley Scientific, Suite 110, 21 Botanic Avenue, Belfast, BT7 1JJ

Cookies:

When you visit the LVS website, it 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. LVS uses these cookies so that we recognise you on our website and remember your previously selected preferences. Some examples include language preferences and what location you are in. For information about viewing the cookies dropped on your device, visit [The cookies Squarespace uses](#).

How we use cookies:

LVS uses cookies, via Squarespace, in a range of ways to improve your experience on our website that include:

- Logging in & remembering an account
- Understanding how you use our website & what services you are interested in

What types of cookies we use:

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

- [These analytics and performance cookies](#) only when you acknowledge the cookie banner. We use analytics cookies to view site traffic, activity, and other data.
- [These functional and required cookies are always used](#), which allow Squarespace, our hosting platform, to securely serve our LVS website to you.

How to manage cookies:

You can set your browser not to accept cookies, however in a few cases some of our website features may not function well as a result.

For guidance on cookie management, this resource may be useful:
<https://www.aboutcookies.org.uk/managing-cookies>

Privacy policies of other websites:

The LVS website may contain links to other websites. The LVS Privacy Policy applies only to the LVS website, so if you click on a link to another website, you should read their Privacy Policy.

Changes to our privacy policy:

LVS keeps its Privacy Policy under regular review and reserves the right to make amendments without notification. The current Privacy Policy is available electronically via our website. This privacy policy was last updated on **13th January 2022**.

How to contact us:

If you have any questions about Lagan Valley Scientific'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: deborah@laganvalleyscientific.com

Call us: +44(0)7973516742

Or write to us at: Suite 110, 21 Botanic Avenue, Belfast, BT7 1JJ

How to contact the appropriate authority:

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

Website: <https://ico.org.uk/>

Phone: 0303 123 1113

Email: dataprotectionfee@ico.org.uk

Address: Wycliffe House, Water Ln, Wilmslow SK9 5AF

END OF POLICY