

White-Hot Design- Privacy Policy



White-Hot Design is committed to protecting and safeguarding the privacy of its customers and visitors to its website.

This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure. We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website you're agreeing to be bound by this policy.

Any questions regarding this Policy and our privacy practices should be sent by **email** to info@white-hot.com or by writing to the following address:

White-Hot Design, Southerly House, Bull Street, Southam, Warwickshire, CV47 1PQ

Who are we?

Formed in 1999, we are a UK based web design partnership specialising in web based database and eCommerce solutions..

As a Web developer we act as both a **Data Controller** for our own Client data and as a **Data Processor** on behalf of our own clients.

One of the business's partners, **Peter White**, acts as its **Data Protection Officer** who may be contacted at the address above.

What information is being collected?

The company collects different types of data which may be categorised as:

- Consultancy Transaction Data
- Marketing Data

How is it collected?

We obtain information about you by referrals and networking contacts made at business networking shows and events and through referrals by other customers. All information retained or used for marketing purposes is processed and legally based on your consent.

Use of 'Cookies'

In order to maintain client's log-ins to our websites, they use an online identifier or 'Session Cookie' which expires after the subscriber has logged out. The company does not use cookies for use in marketing its services, however we may arrange this for clients where we have satisfied ourselves that the correct legal basis exists.

Why is it being collected?

Consultancy Transaction Data is collected to meet the partnership's contractual duties to its clients. The legal basis for the company's processing of this data is the contract between the partnership and its clients.

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Transaction data is collected to allow the provision of purchased services and enable customer service support in the event of any issue arising. The legal basis for the processing of this data is the contract of sale between the partnership and its customers.

Marketing data is collected by the company from its use of Social Media (Linked-In) and Networking links. The legal basis for the retention and processing of this data is consent.

[Linked In](#)

How will it be used?

Consultancy Transaction Data is used to maintain correct records of transactions with existing clients.

Marketing Data is collected and used in order to market the company's services to individuals and organisations that could benefit from our experience and expertise.

Who will the data be shared with?

The company has a strictly observed privacy policy which is an integral part of our Terms and conditions of Service. White-Hot Design shares its client data with hosting suppliers as necessary in order to meet the client's requirements. We use iRack at Manchester and FastHosts in Gloucester to host our client sites. Details of their privacy policies are linked below:-

[iRack](#) (Cloudscene pty)

[FastHosts](#)

What will be the effect of this on the individuals concerned?

White-Hot Design will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting but only if you tell us that you wish this to happen.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect. Subscribers may log-in to the site at any time to update their subscribership registration data and to choose or update their password.