

WEBSITE PRIVACY POLICY



This privacy policy tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

Who are we?

We are Pace Telecom, part of Enreach. Our address is Communications House, Hadley Park, Telford, Shropshire, TF1 6QJ. You can contact us by post at the above address, by email at service@pacetelecom.co.uk or by telephone on 0800 195 5115.

The contact details of Enreach's Data Protection Officer are: Sander Bosgraaf - sander.bosgraaf@enreach.com

How our site works

Requesting quotes or information

Our site enables people to request quotes or information for our products or services shown or selected on the site. If you'd like to request and receive quotes or information, please complete and submit our webforms.

From time to time, we change our webforms, and so they may ask you for other information. It will always be clear from the webform what information we're requesting, and we only request information that is relevant to your request, and the service that we're providing.

If we call you in response to you completing our webform, we may ask you for additional information to do with your request.

Once we've received your request, we'll contact you in response to your request. There is no obligation to purchase or to book an appointment with one of our sales representatives.

Other than where we state in this Privacy Policy, we do not share your data with anyone else or use it for any other purpose, except on an aggregate and anonymous basis.

How we use your information

- Cookies and Pixels
- When you submit an enquiry via our website
- Other types of transaction via our website
- Your rights as a data subject
- Your right to complain
- Updates to this privacy policy

Cookies and Pixels

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to

function, to collect useful information about visitors and to help to make your user experience better.

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org.

To opt out of being tracked by Google Analytics across all websites visit:

<http://tools.google.com/dlpage/gaopto>

Some of the cookies we use are strictly necessary for our website to function, and we don't ask for your consent to place these on your computer. Other cookies will require permission and this will be requested upon your first visit to our website. Cookies we use, and the purposes we use them for:

Universal Analytics (Google)

These cookies collect information about how visitors use our website. We use the information to compile reports and to make improvements. The cookies collect information in an anonymous form, including where visitors have come to the website from and the pages they visited. To opt-out: <https://tools.google.com/dlpage/gaoptout>

Adwords Retargeting (Google)

These cookies are used to adjust the targeting of our paid search and display advertising to show ads to users who have previously been to our sites and/or engaged with our page such as completing a form. They contain no personal information.

Adwords Conversion Tracking

These cookies measure when a user has completed an action on site such as completing a form. They contain no personal information.

Bing Conversion Tracking

These cookies measure when a user has completed an action on site such as completing a form. They contain no personal information.

Facebook Pixel

These cookies measure ad conversions, optimise and build audiences for advertising campaigns served on Facebook. To opt-out: <https://www.facebook.com/policies/cookies/>.

LinkedIn Pixel

These cookies measure ad conversions, optimise and build audiences for advertising campaigns served on LinkedIn. To opt-out: <https://www.linkedin.com/legal/cookie-policy>

AdSense

AdSense uses cookies to improve advertising e.g. displaying targeted advertisements and avoiding showing advertisements that the user has already seen. These cookies contain no personally identifiable information.

HotJar

Hotjar uses cookies and other technologies to collect data on our users' behaviour (e.g. how much time they spend on which pages, which links they choose to click etc) and their devices (in particular device's IP address, captured and stored only in anonymised form, preferred language settings etc). This enables us to better understand our users' needs and to optimise this service and experience. Hotjar stores this information in a pseudonymised user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. To opt out: <https://www.hotjar.com/legal/compliance/opt-out>

Lead Forensics

These cookies track activity on the website and provide us with information on the IP address of the requesting computer, the date and duration of the user's visit, and the web pages which the user visits. The Lead Forensics tracking code only provides information that is readily available in the public domain and may be used by us to contact the business about their experience. More information can be found at www.leadforensics.com.

When you submit an enquiry via our website

When you submit an enquiry via our website, we ask you for your name, contact telephone number, post code and email address. We may also ask you for general information relating to your enquiry that will help us understand your requirements. You are not required to submit this information to us and, if you change your mind, you can opt out at any time by clicking the unsubscribe link in the email or contacting us directly using the details above.

We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered your it to your satisfaction. We will do this based on our legitimate interest in providing accurate information prior to a sale.

Your enquiry is stored and processed including all information provided within our website infrastructure which is hosted in a secure manner.

We do not use the information you provide to make any automated decisions that might affect you.

We keep all enquiry emails and securely archive them within our CRM system. We will note your consent to receive further communications and ensure these preferences are applied.

Other types of transactions via our website

All transactions on our website, including email enquiries, mailing list signups, download requests, meeting requests and quotation requests may request personal data to be submitted. This personal data is collected lawfully and once again may include requests for items such as contact name, email address, telephone number and further details you can provide of legitimate interest that may help us with the nature of your enquiry.

No personal data is shared, and it is stored within our secure CRM system. No automated decisions are made on any of the data provided and your preferences with regards to marketing opt-in will also be noted against your profile.

We also store Internet Protocol (IP) addresses. Every computer or device has an IP address – a unique number – which enables it to communicate with other computers and devices over the Internet. We store IP addresses in order to stop unwanted traffic (i.e. spam) to our site. For example, if we become aware that spam is coming from a particular IP address (i.e. computer or location), we can block that IP address.

We digitally monitor and/or record calls between you and us for the purposes of quality control and staff training. Please be aware that sensitive personal data may be recorded where you voluntarily disclose information to us over the phone.

Our live chat software (Enreach Virtual Agent/ Botsquad) allows us to respond to any support or sales enquiries quickly and efficiently. We digitally monitor live chat conversations for the purposes of quality control and staff training. There is no obligation to use the live chat functionality on our website.

Your rights as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above.

Under the GDPR, controllers must have a valid lawful basis for each processing activity that they undertake. This section sets out our lawful basis for each activity.

Using IP addresses:

- Legitimate interests
- You have the right to object to processing based on legitimate interests

To email you regarding a partially or completed webform:

- Legitimate interests
- You have the right to object to processing based on legitimate interests

To call you to confirm your details or requirements:

- Consent
- To withdraw your consent, as explained below

To call you to book an appointment:

- Consent
- To withdraw your consent, as explained below

To create custom and lookalike/similar audiences:

- Legitimate interests
- You have the right to object to processing based on legitimate interests

To email you with more information about the products or services that you have shown an interest in:

- Consent
- To withdraw your consent, by clicking the unsubscribe link in the email

Your right to complain

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at www.ico.org.uk/concerns or write to them at:

Information Commissioner's Office Wycliffe House
Water Lane Wilmslow Cheshire SK9 5AF

Updates to this privacy policy

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

Last updated: July 2022