

Privacy Policy

Introduction

This privacy policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and the website owners. Furthermore, the way this website processes, stores and protects user data and information will also be detailed within this policy.

At McSmiths Fish and Chips, we are committed to maintaining the trust and confidence of our visitors to our website. We want you to know that McSmiths Fish and Chips is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes.

Use of Cookies

Cookies are small files saved to the users computer hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide users with a tailored experience within this website.

What do we use cookies for?

We may use cookies to remember personal settings you have chosen on our website. In no other context do we use cookies to collect information that identifies you personally. Most of the cookies we set are automatically deleted from your computer when you leave our website or shortly afterwards.

We use anonymous session cookies (short-term cookies that disappear when you close your browser) to help you navigate the website and make the most of the features. If you log into the website, your session cookie will also contain your user ID so that we can check which services you are allowed to access.

Google Analytics – Tracking Software

This website uses tracking software to monitor its visitors, to better understand how they use the website. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

Should users wish to deny the use and saving of cookies from this website onto their computer's hard drive, they should take necessary steps within their web browser's security settings to block all cookies from this website and its external serving vendors.

Access to your personal information

Whilst using our website, software applications or services, you may be required to provide personal information (name, address, email, account details, etc.). We will use this information to administer our website, applications, client databases and marketing material. We will ensure that all personal information supplied is held securely in accordance with the General Data Protection Regulation (EU) 2016/679, as adopted into law of the United Kingdom in the Data Protection Act 2018. Further, by providing telephone, fax and email details, you consent to McSmiths Fish and Chips contacting you using that method. You have the right at any time to request a copy of the personal information

we hold on you. Should you wish to receive a copy of this, or would like to be removed from our database, please contact us at info@mcsmiths.co.uk

How long do we keep your data for?

McSmiths Fish and Chips will not retain your personal information longer than necessary. We will hold onto the information you provide either while your account is in existence, or as needed to be able to provide the services to you, or (in the case of any contact you may have with our Customer Care team) for as long as is necessary to provide support-related reporting and trend analysis only.

If legally required or if it is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our Terms and Conditions, we may also retain some of your information for a limited period of time as required, even after you have closed your account, or it is no longer needed to provide the services to you.

Changes to this privacy notice

This privacy policy was last reviewed in May 2018 to fall inline with the latest GDPR EU Regulations. If any updated regulations are released, we will review this policy and update where necessary.