

Introduction

Your privacy and trust are important to us and this Privacy Statement ("Statement") provides important information about how LOOS FOR DOs Ltd and its affiliated companies and subsidiaries ("LOOS FOR DOs Ltd," "we," or "us") handle personal information. This Statement applies to any LOOS FOR DOs Ltd website, application, product, software, or service that links to it (collectively, our "Services"). Occasionally, a Service will link to a different Privacy Statement that will outline the particular privacy practices of that Service.

Please read this Statement carefully and contact our Data Protection Officer if you have any questions about our privacy practices or your personal information choices. It is important that you check back often for updates to this Statement. If we make changes we consider to be important, we will let you know by placing a notice on the relevant Services and/or contact you using other methods such as email.

Personal information

LOOS FOR DOs Ltd is committed to the responsible handling and protection of personal information. Personal information means any information relating to an identified or identifiable natural person; an identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that person.

We collect, use, disclose, transfer, and store personal information when needed to provide our Services and for our operational and business purposes as described in this Statement. We want to be clear about our privacy practices so that you can make informed choices about the use of your information, and we encourage you to contact us at any time with questions or concerns.

The types of personal information we collect

We collect personal information from you, for example, if you request information, purchase or use our Services. We may ask you to provide information such as your name, address, phone number, email address, and information about your quote or contract with us. Not all of the personal information LOOS FOR DOs Ltd holds about you will always come directly from you. It may, for example, come from your employer or other organisations to which you belong.

In addition, our servers, logs, and other technologies automatically collect certain information to help us administer, protect, and improve our Services; analyse usage; and improve users' experience. We share personal information with others only as described in this Statement, or when we believe that the law permits or requires it.

Occasionally we collect and process what may be considered sensitive personal information. Sensitive personal information is a subset of personal information and is generally defined as any information related to racial/ethnic origin, political opinions, religious beliefs, trade union membership, physical or mental health, other medical information including biometric and genetic data, or sexual life or preferences. In some instances, sensitive personal information may also include criminal precise geolocation information, financial and bank account numbers, or unique identifiers such as driver's license. For example, if you purchase something from us, we will collect payment information, such as bank card information, and other information necessary for us to process the transaction.

How we use personal information

We process personal information for these Service- and business-related purposes:

Account setup and administration: We use personal information such as your name, email address, phone number, and information about your booking to set up and administer your account, provide operational and customer support, verify your identity, and send important account and Service information.

Personalisation: We use personal information to deliver and suggest tailored content such as news, offers and business information and to personalise your experience with our Services. Some of our Services will ask you to share your precise geolocation so we can customize your experience and increase the accuracy of the Service. If you agree to share your precise geolocation with us, you will be able to turn it off at any time by going to the privacy settings on your mobile device or online.

Marketing and events: We use personal information to deliver marketing and event communications to you across various platforms, such as email, telephone, text messaging, direct mail, and online. If we send you a marketing email, it will include instructions on how to opt out of receiving these emails in the future. Please remember that even if you opt out of receiving marketing emails, we may still send you important Service information related to quotes and bookings you have with us.

Surveys and polls: If you choose to participate in a survey, any personal information you provide may be used for marketing or market research purposes.

Research and development: We use personal information for internal research and development purposes and to improve and test the features and functions of our Services.

Social media platforms, messaging, and community and event forums: A number of our Services provide features including social media platforms, messaging services, and community and event forums for collaboration, peer connection and information exchange purposes. Depending upon the Service, the personal information you choose to post, share, upload, or make available is public and visible to others who use those Services. You should never post or share any information that is confidential or about others unless you have permission to do so. We may use information you provide in community and event profiles and forums to personalise your experience. These Services may have their own Terms of Use and, where appropriate, their own privacy statements. We do not moderate these Services for compliance with our Terms of Use.

Hosted services: Some of our Systems provide data and document storage as an integral part of the product or solution offering. Documents and data stored may contain personal details. Any information stored is controlled and managed by LOOS FOR DOs and is limited to LOOS FOR DOs Ltd personnel with a critical business reason.

Legal obligations: We may be required to use and retain personal information for legal and compliance reasons, such as the prevention, detection, or investigation of a crime; loss prevention; or fraud. We may also use personal information to meet our internal and external audit requirements, information security purposes, and as we otherwise believe to be necessary or appropriate: (a) under applicable law, which may include laws outside your country of residence; (b) to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include such authorities outside your country of residence; (c) to enforce our terms and conditions; and (d) to protect our rights, privacy, safety, or property, or those of other persons.

When we share personal information

LOOS FOR DOs Ltd shares or discloses personal information when necessary to provide Services or conduct our business operations as described below. When we share personal information, we do so in accordance with data privacy and security requirements. We may occasionally share non-personal, anonymized, and statistical data with third parties. Below are the parties with whom we may share personal information and why.

Within LOOS FOR DOs Ltd: Our business is supported by a variety of LOOS FOR DOs Ltd teams and functions, and personal information will be made available to these parties only when necessary for the provision of Services, account administration, sales and marketing, customer and operational support, and business and product development, for instance. All of our employees and contractors are required to follow our data privacy and security policies when handling personal information.

Our third-party service providers: We partner with and are supported by service providers around the world. Personal information will be made available to these parties only when necessary to fulfil the services they provide to us, such as software, system, and platform support; direct marketing services; cloud hosting services; advertising; data analytics; and order fulfilment and delivery. Our third-party service providers are not permitted to share or use personal information we make available to them for any other purpose than to provide services to us.

Third parties for legal reasons: We will share personal information when we believe it is required, such as: a) To comply with legal obligations and respond to requests from government agencies, including law enforcement and other public authorities, which may include such authorities outside your country of residence; b) In the event of a merger, sale, restructure, acquisition, joint venture, assignment, transfer, or other disposition of all or any portion of our business or assets (including in connection with any bankruptcy or similar proceedings); c) To protect our rights, users, systems, and Services.

Where we store and process personal information

LOOS FOR DOs Ltd is a UK business, however your personal information may be stored and processed outside of your home country. We take steps to ensure that the information we collect is processed according to this Privacy Statement and the requirements of applicable law wherever the data is held.

LOOS FOR DOs Ltd has networks, databases, servers, systems, support, and help desks located throughout the world. We collaborate with third parties such as cloud hosting services, suppliers, and technology support located around the world to serve the needs of our business, workforce, and customers. We take appropriate steps to ensure that personal information is processed, secured, and transferred according to applicable law. In some cases, we may need to disclose or transfer your personal information within LOOS FOR DOs Ltd or to third parties in areas outside of your home country. The areas in which these recipients are located will vary from time to time, but may include the United States, Europe, Canada, Asia, Australia and India. For a full list please contact our Data Protection Officer.

How we secure personal information

LOOS FOR DOs Ltd takes data security seriously, and we use appropriate third party technologies and internal procedures to protect personal information. Our information security policies are reviewed regularly and updated as necessary to meet our business needs, changes in technology, and regulatory requirements. For example:

Policies and procedures:

We have measures in place to protect against accidental loss and unauthorised access, use, destruction, or disclosure of data.

We have a Business Continuity and Disaster Recovery strategy that is designed to safeguard the continuity of our service to our clients and to protect our people and assets.

We place appropriate restrictions on access to personal information.

We implement appropriate measures and controls, including monitoring and physical measures, to store and transfer data securely.

Training for employees and contractors:

We require privacy, information security, and other applicable training on a regular basis for our employees and contractors who have access to personal information and other sensitive data.

We take steps to ensure that our employees and contractors operate in accordance with our information security policies and procedures and any applicable contractual conditions.

Supplier risk management:

We require, through the use of contracts and security reviews, our third-party suppliers and providers to protect any personal information with which they are entrusted in accordance with our security policies and procedures.

How long we keep personal information

LOOS FOR DOs Ltd retain personal information for as long as we reasonably require it for legal or business purposes. In determining data retention periods, LOOS FOR DOs Ltd takes into consideration local laws, contractual obligations, and the expectations and requirements of our customers. When we no longer need personal information, we securely delete or destroy it.

Your right to access and correct your personal information

We respect your right to access and control your information, and we will respond to requests for information and, where applicable, will correct, amend, or delete your personal information.

Access to personal information: If you request access to your personal information, we will gladly comply, subject to any relevant legal requirements and exemptions, including identity verification procedures. Before providing data to you, we will ask for proof of identity and sufficient information about your interaction with us so that we can locate any relevant data. We may also charge you a fee for providing you with a copy of your data (except where this is not permissible under local law).

Correction and deletion: In some jurisdictions, you have the right to correct or amend your personal information if it is inaccurate or requires updating. You may also have the right to request deletion of your personal information; however, this is not always possible due to legal requirements and other obligations and factors.

Marketing preferences: To opt out of email marketing, you can use the unsubscribe link found in the email communication you receive from us or email hello@loos.co.uk. For other marketing preferences, you can use the "Contact Us" option within the website.

Filing a complaint: If you are not satisfied with how LOOS FOR DOs Ltd manages your personal data, you have the right to make a complaint to the Information Commissioner's Office (ICO). Further details are available here: <https://www.gov.uk/data-protection/make-a-complaint>

Cookies and similar technologies

LOOS FOR DOs Ltd and our third-party providers set and use cookies and similar technologies to store and manage user preferences, deliver targeted advertising, enable content, and gather analytic and usage data, for example. The use of cookies and other tracking technologies is standard across websites and apps through which information is collected about your online activities across applications, websites, or other services. More information about how we use cookies and similar technologies and how you can control and manage them is below.

What is a cookie?

A cookie is a small text file that is placed on a computer or other device and is used to identify the user or device and to collect information. Cookies are typically assigned to one of four categories, depending on their function and intended purpose: absolutely necessary cookies, performance cookies, functional cookies, and cookies for marketing purposes.

Types of cookies and why we use them

Absolutely necessary cookies: These cookies are essential to enable you to move around a website and use its features. Without these cookies, services you have asked for, like adding items to an online shopping cart, cannot be provided.

Performance cookies: These cookies collect information about how you use our websites. Information collected includes, for example, the Internet browsers and operating systems used, the domain name of the website previously visited, the number of visits, average duration of visit, and pages viewed. These cookies don't collect information that personally identifies you and only collect aggregated and anonymous information. Performance cookies are used to improve the user-friendliness of a website and enhance your experience.

Functionality cookies: These cookies allow the website to remember choices you make (such as your username or ID, language preference, or the area or region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts, and other customizable parts of web pages. They may also be used to provide services you have asked for, such as getting a quote or commenting on a blog. The information these cookies collect may be anonymized, and they cannot track your browsing activity on other websites.

Targeting and advertising cookies: These cookies track browsing habits and are used to deliver targeted (interest-based) advertising. They are also used to limit the number of times you see an ad and to measure the effectiveness of advertising campaigns. They are usually placed by advertising networks with the website operator's permission. They remember that you have visited a website and this information is shared with other organisations, such as advertisers.

Managing cookies

You can manage website cookies in your browser settings, and you always have the choice to change these settings by accepting, rejecting, or deleting cookies. If you choose to change your settings, you may find that certain functions and features will not work as intended on the Services. All browser settings are slightly different, so to manage cookies, you should refer to the relevant settings within your browser.

We understand that you may want to know more about cookies. Here are some useful resources that provide detailed information about types of cookies, how they are used, and how you can manage your cookie preferences: www.aboutcookies.org or www.allaboutcookies.org. Please click below for detailed information on how to disable and delete cookies in some commonly used browsers:

[Mozilla Firefox®](#)
[Microsoft® Internet Explorer](#)
[Google Chrome™](#)
[Safari®](#)

Other tracking technologies

Local shared objects/Flash cookies: Flash cookies, also known as local shared objects, are designed to support browser content supported by Adobe® Flash. They are usually used to enable ads and video content on websites. Like other cookies, they will store information on your device, some of which will be specific to the Flash-enabled content. Flash cookies can only be deleted within Adobe Flash rather than via your browser. Please visit www.adobe.com for further details.

Web beacons: Our web pages may contain electronic images known as web beacons (also called single-pixel gifs and transparent graphic images) that we use to help deliver cookies on our sites, count users who have visited those sites, deliver services, and analyse the effectiveness of our promotional campaigns, for example. We may also include web beacons in our marketing email messages or newsletters to determine whether an email is opened or if links are clicked.

Web server & application logs: Our servers automatically collect certain information to help us administer and protect the Services, analyse usage, and improve users' experience. The information collected includes: IP address and browser type; Device information including Unique Device Identifier (UDID), MAC address, Identifier For Advertisers (IFA), and similar identifiers we or others may assign; Device operating system and other technical facts; city, county and country from which you access our website; Pages visited and content viewed, stored, and purchased; Information or text entered; Links and buttons clicked; URLs visited before and after you use our Services.

Interest-based advertising (IBA)

Interest-based advertising (IBA) allows us to deliver targeted advertising to users of our Services. IBA works by showing you advertisements that are based on the type of content you access or read. For example, as you browse our Services, one of the cookies placed on your device will be an advertising cookie so we can better understand what sort of pages or content you are interested in. The information collected about your device enables us to group you with other devices that have shown similar interests. We can then display advertising to categories of users that is based on common interests. For more information about IBA, please visit: http://www.iab.net/public_policy/behavioral-advertisingprinciples.

Opting out of IBA

If you want to opt out of receiving interest-based advertising, it does not mean that you will no longer receive advertising when you are using our Services. It just means that we will not use information collected about you for IBA and that any advertising you see will not be customized or relevant to you. You can exercise your online advertising choices at <http://optout.aboutads.info> or by clicking the AdChoices icon in an ad and following the instructions. You may also opt out of receiving interest-based ads from many sites through <http://www.youronlinechoices.com/>. Remember, if you delete cookies, use a different device, or change web browsers, you may need to opt out again.

Advertising on mobile devices

Mobile devices have an identifier that gives companies the ability to serve targeted ads to a specific mobile device. In many cases, you can turn off mobile device ad tracking or you can reset the advertising identifier at any time within your mobile device privacy settings. Another tool you can use to control advertising on your mobile device is the AppChoices App: <http://youradchoices.com/appchoices>. You may also choose to turn off location tracking on your mobile device. If you turn off ad tracking or location tracking, we will no longer use information collected from your device's advertising identifier for the purposes of advertising. You may still see the same number of ads but they may be less relevant because they will not be based on your interests.

Do not track

Some browsers transmit Do Not Track (DNT) signals to websites. Due to the lack of a common interpretation of DNT signals throughout the industry, LOOS FOR DOs does not currently alter, change, or respond to DNT requests or signals from these browsers. We will continue to monitor industry activity in this area and reassess our DNT practices as necessary.

Connecting via social networks

Some of our Services may include social networking features, such as the Facebook® "Like" button and widgets, "Share" buttons, and interactive mini-programs. These services may collect information such as the web pages you visited and IP addresses, and may set cookies to enable features to function properly. We are not responsible for the security or privacy of any information collected by these third parties. You should review the privacy statements or policies applicable to the third-party services you connect to, use, or access. If you do not want your personal information shared with your social media account provider or other users of the social media service, please do not connect your social media account with third party accounts and do not participate in social sharing on the Services.

Links and connections to third-party services

Our Services may contain links to and may be used by you in conjunction with third-party apps, services, tools, and websites that are not affiliated with, controlled, or managed by us. Examples include Facebook, LinkedIn, Twitter® and, third-party apps like voice software and readers. The privacy practices of these third parties will be governed by the parties' own Privacy Statements. We are not responsible for the security or privacy of any information collected by these third parties. You should review the privacy statements or policies applicable to these third-party services.

Children's privacy

LOOS FOR DOs provides information solutions for professionals and adults, and our Services are not aimed at children. If, however, we did collect and use information about children, we would comply with industry guidelines and applicable laws.

How to contact us

We understand that you may have questions or concerns about this Statement or our privacy practices or may wish to file a complaint. Please feel free to contact us by emailing the Data Protection Officer: nicky@loos.co.uk or writing to the Data Protection Officer at LOOS FOR DOs Ltd, Bakers Court, Forge Road, Kingsley, Hampshire GU35 9NZ.

Marketing preferences and services support:

To update your account information or email marketing preferences, or for technical support or other help with your Services, please visit the applicable email preference centre or use the "Contact Us" option for the relevant Service.