

Privacy Policy

Last updated: 25th September 2025

Edmans Software Solutions (“we,” “us,” “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and share your personal information when you use our websites, software, and services, in compliance with the **UK GDPR** and the **Data Protection Act 2018**.

1. Data We Collect

We may collect the following:

- **Personal Data** – such as your name, email, phone number, billing information, and other details you provide when registering, subscribing, or contacting us.
 - **Technical Data** – including IP address, browser type, device information, and usage patterns.
 - **Service Data** – information necessary for providing our software services, including account information and user-generated content.
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2. Legal Basis for Processing

We process personal data based on one or more of the following legal grounds:

- To perform a contract with you (e.g., delivering services or software).
 - To comply with legal obligations.
 - With your consent (e.g., for marketing communications).
 - To pursue legitimate interests (e.g., improving services, security, or system performance), provided these do not override your rights.
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3. How We Use Your Data

We use your data to:

- Provide, maintain, and improve our services.
 - Respond to inquiries and provide customer support.
 - Process payments and manage accounts.
 - Send marketing communications if consent is given.
 - Comply with legal obligations.
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4. Sharing Your Data

We do **not** sell your data. We may share it with:

- **Service Providers** who help operate our business (e.g., hosting, analytics, payment processing).
 - **Legal Authorities** if required by law or to protect our rights.
 - **Business Transfers** in case of merger, acquisition, or sale of assets.
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5. Data Retention

We retain personal data only for as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce agreements.

6. Your Rights Under GDPR

You have rights regarding your personal data, including:

- The right to access your data.
- The right to correct inaccurate or incomplete data.
- The right to request deletion or restriction of processing.
- The right to object to processing based on legitimate interests or marketing.
- The right to data portability.
- The right to withdraw consent at any time (where processing is based on consent).

To exercise your rights, contact us at **[insert email]**.

7. Cookies & Tracking

Our website may use cookies and similar technologies to improve user experience and monitor performance. You can manage cookie preferences in your browser.

8. Data Security

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, or misuse.

9. Children's Privacy

Our services are not intended for individuals under 16, and we do not knowingly collect personal data from children.

10. International Transfers

Where your data is transferred outside the UK, we ensure adequate protections in accordance with UK GDPR, such as standard contractual clauses.

11. Changes to This Policy

We may update this Privacy Policy. Changes will be posted on our website with an updated "Last updated" date.

12. Contact Us

For questions or concerns regarding your personal data:

Edmans Software Solutions

Email: info@edmanssoftwaresolutions.co.uk

Address: 4 Queens Street, Newcastle-under-Lyme, Staffordshire ST5 1ED