



Airtrace Privacy Policy as of 25th May 2018:

Your privacy is important to Airtrace Ltd, and so is being transparent about how we collect, and use information about you. This privacy policy explains what information we collect about you and why, what we do with that information, and how we handle that information.

By using our websites and / or by submitting your information to us, you agree to such processing of personal data as described in this privacy policy. Within this privacy policy there is a statement of things we do not engage with during our business activities to make clear the extent to which Airtrace Ltd. is collecting information that could be considered proprietary or sensitive.

What we do in the normal execution of our business:

In order to conduct our business and respond to enquiries we must process the given personal data of all correspondents. We process personal data generated by correspondence under the lawful basis of legitimate interests and/or contract. All personal data generated by correspondence will be held for as long as Airtrace remains in business.

How we collect information:

We collect both personal information and other information from a variety of sources:

Direct Interactions:

From your use of and interaction with the Airtrace web site either directly via email/phone contact or via the enquiry form on the www site.

Publicly available data / Data from third parties:

Data from our interactions with websites, or other data you may have made publicly available, such as social media posts, news posts or press releases.

Trade shows:

Any contact derived directly or indirectly as the result of participation in industry trade shows or seminar events

Where we store/secure your data:

Contact information, names, telephone numbers, email addresses, physical/postal addresses are stored within the computing systems of Airtrace behind industry standard fire walls and all correspondence is subjected to industry standard antivirus software to mitigate the threat of third parties gaining access to our client base. Should our systems detect any such breach we will inform all affected parties as soon as the breach becomes apparent

What we do not do:

Airtrace does not and will not engage in the following:

1. We will never pass on to third parties any data held within our organization without the explicit permission of the client(s) concerned.
2. We do not use automated tools to gather IP addresses or other information such as google analytics and the like.
3. We do not sell contact information gathered during our normal business activities.

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