

At Pure Display we consider the privacy of our visitors to be extremely important. This privacy policy document describes in detail the types of personal information is collected and recorded by Pure Display and how we use it.

What information do we collect?

We collect information from you when you register on our site, place an order, subscribe to our newsletter or fill out a form.

We may collect the following information:

Name, contact information, delivery information, website usage data, location, information relating to offers, preferences, interests and relevant to client enquiries

When you purchase from us we need to know basic personal information:

Company name

VAT number

Address information

Contact details (phone, email address(es))

Credit Card details (If placing an order over the phone)

Orders history

By submitting this information, you consent to our use of the information to fulfil your order in accordance with this Privacy Policy.

What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

To personalize your experience

(your information helps us to better respond to your individual needs)

To improve our website

(we continually strive to improve our website offerings based on the information and feedback we receive from you)

To improve customer service

(your information helps us to more effectively respond to your customer service requests and support needs)

To process transactions

Your information, will not be sold, exchanged, transferred, or given to any other company without your consent, other than for the express purpose of delivering the purchased product or service requested.

To administer a contest, promotion, survey or other site feature

To send periodic emails

The email address you provide for order processing, may be used to send you information and updates pertaining to your order, in addition to receiving occasional company news, updates, related product or service information, etc. (Only if you opted-in with the tick box to consent using your email for marketing purposes)

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email. Or you can send us an email to info@puredisplay.com to request removal of such services.

How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information.

In order to maintain the accuracy of our database, you can check, update or remove your personal details by emailing us at info@puredisplay.com Alternatively, you can contact us by calling us 01923 468885.

We offer the use of a secure server. All supplied sensitive information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our Payment gateway providers (Sage Pay) Or (PayPal) It is only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential. We do not store any card details ourselves.

Our use of Cookies

We collect information about your general internet usage by using a cookie file. This is a small file transferred from our website to your hard disk or device when you visit our website which collects personal data about you. Each time you visit our website, the cookie is retrieved so it eliminates the need to re-enter the registration, simply by logging into our website.

We may also collect information about your device, including your domain name, IP address, operating system, browser version, how long you stay on a page, the route you took to navigate through the pages.

You can choose to refuse to accept our and or third-party cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you will be unable to access certain parts of our site or place an order with us.

More information can be found in our [Cookies policy](#).

Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Third party links

Our website may, contain links to and from the websites of our partner networks, advertisers and affiliates. Please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.

Changes to our Privacy Policy

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy modification date below.

This policy was last modified on 21.05.2018