

This privacy policy explains our policies and procedures for handling your personal information and data. Your privacy is extremely important to us and if you have any questions regarding the contents of this policy document, please contact us at [info@document-genetics.co.uk](mailto:info@document-genetics.co.uk)

This privacy policy applies to all infoForms services and websites offered by Document Genetics except where otherwise noted. We refer to those products, services and websites collectively as the "services" in this policy.

Some services may have supplementary privacy statements that explain in more detail our specific privacy practices in relation to them. Unless otherwise noted, our services are provided by Document Genetics inside of the United Kingdom.

**You own your data.** Document Genetics treats your form submissions and data as your private information. We don't sell your data and we don't use the form data you collect for our own purposes, except in a limited set of circumstances (e.g. if we are legally obligated to do so).

**We keep your data secure.** Your data is stored in a secure repository controlled by strict security policies and is only transmitted over the Internet using Secure Socket Layers (SSL).

**Form accuracy and data collection privacy.** Unless stated under a separate agreement, Document Genetics is not responsible for the content of the forms you create or the data your forms collect. We don't sell your form submission data to third parties. Document Genetics doesn't sell or share your form data in any way with third-party advertisers or marketers.

## What information does infoForms collect?

When you use infoForms, we collect information relating to you and your use of our products and services from a variety of sources as listed below:

**Registration User Information.** To use infoForms you need a infoForms account. When you confirm/ register your account, we collect your username, password and email address.

**Billing information.** If you make a payment to Document Genetics, we require you to provide your billing details, such as a name, address, email address and financial information corresponding to your selected method of payment (e.g. a credit card number and expiration date or a bank account number). If you provide a billing address, we will regard that as the location of the account holder.

**Account settings.** infoForms provides screens to control account preferences and personal profile information. For example, your account time zone and communication templates can all be configured through our Online administration portal.

**Form data.** We store your form data and form configuration settings for you. If you choose to have data submissions directly posted to your private services, your form data will not be stored on our servers.

**Usage data.** We collect usage data about you and your users whenever you interact with our products and services. This may include webpages you visit, what you click on, when you perform those actions, and so on. Additionally, like most websites today, our web servers keep log files that record data each time a device accesses those servers. The log files contain data about the nature of each access, including originating IP addresses.

**Device data.** We collect data from the device and application you use to access our services, such as your IP address and browser type. We may also infer your geographic location based on your IP address.

**Referral data.** If you arrive at one of our websites (e.g. [www.document-genetics.co.uk](http://www.document-genetics.co.uk)) from an external source (such as a link on another website or in an email), we record information about the source that referred you to us.

**Information from page tags.** We use third party tracking services that employ cookies and page tags (also known as web beacons) to collect aggregated and anonymised data about visitors to our websites. This data includes usage and user statistics.

## How we use data we collect

### We collect data to provide you with various services.

These services include providing you with customer support, which requires us to access your information to assist you (such as with form setup, design and technical troubleshooting).

Certain features of our services use the content of your forms, form submissions and your account information in additional ways.

## We collect data to manage our services.

We internally use your information, including certain form data, for the following limited purposes:

**To monitor and improve our services and features.** We internally perform statistical and other analyses on the information we collect (including usage data, device data, referral data, and information from page tags) to analyse and measure user behaviour and trends, to understand how people use our services, and to monitor, troubleshoot and improve our services.

## To prevent potentially illegal activities.

**To screen for undesirable or abusive activity.** For example, we have automated systems that screen content for phishing activities, spam, and fraud.

**To contact you about your service or account.** We occasionally send you communications of a transactional nature (e.g. service-related announcements, billing-related matters, changes to our services or policies, and other email communications about your account). You can't opt out of these communications since they are required to provide our services to you.

**To contact you for marketing purposes (if you opt-in).** We will only do this if you have given us your express permission to contact you for this purpose. For example, during the account registration process, we will ask for your permission to use your information to contact you for promotional purposes. You may opt out of these communications at any time.

**To respond to legal requests and prevent harm.** If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.

## We may disclose:

**Your information to our service providers.** We use service providers who help us to provide you with our services. We give relevant persons working for some of these providers access to your information, but only to the extent necessary for them to perform their services for us. We also implement reasonable contractual and technical protections to ensure the confidentiality of your personal information and data is maintained, used only for the provision of their services to us, and handled in accordance with this privacy policy. Examples of service providers include payment processors, email service providers, and web traffic analytics tools.

**Your account details to your billing contact.** If your details (as the account holder) are different to the billing contact listed for your account, we may disclose your identity and account details to the billing contact upon their request (we also will usually attempt to notify you of such requests). By using our services and agreeing to this privacy policy, you consent to this disclosure.

**The presence of a cookie to advertise our services.** We may ask advertisers to display ads promoting our services on other websites. We may ask them to deliver those ads based on the presence of a cookie but in doing so will not share any other information with the advertiser. Our advertising network partners may use cookies and page tags or web beacons to collect certain non-personal information about your activities on this and other websites to provide you with targeted advertising based upon your interests. If you do not wish to have this information used for the purpose of serving you such targeted ads, you may opt-out at <http://preferences-mgr.truste.com/>. You will continue to receive generic ads.

**Your information if required or permitted by law.** We may disclose your information as required or permitted by law, or when we believe that disclosure is necessary to protect our rights, and/or to comply with a judicial proceeding, court order, subpoena, or other legal process served on us.

**Your information if there's a change in business ownership or structure.** If ownership of all or substantially all of our business changes, or we undertake a corporate reorganisation (including a merger or consolidation) or any other action or transfer between Document Genetics entities, you expressly consent to Document Genetics transferring your information to the new owner or successor entity so that we can continue providing our services. If required, Document Genetics will notify the applicable data protection agency in each jurisdiction of such a transfer in accordance with the notification procedures under applicable data protection laws.

**Information you expressly consent to be shared.** For example, we may expressly request your permission to provide your contact details to third parties for various purposes, including to allow

those

third parties to contact you for marketing purposes. (You may later revoke your permission, but if you wish to stop receiving communications from a third party to which we provided your information with your permission, you will need to contact that third party directly.)

## Your rights to your information.

At any point you can perform the following actions:

**Update your account details.** You can update your account preferences and information using our online administration portal found at <https://manage.infoforms.co.uk/Account>.

Download/backup your form data. We provide you with the ability to export data in a variety of formats including Excel, CSV, and PDF.

**Delete your form data.** Deleting form can be accomplished via our online administration portal and will permanently delete form data immediately. To the extent permitted by law, we will permanently delete your data if you request to cancel your account.

**Cancel your account.** To cancel and delete your account, please contact us at: [accounts@document-genetics.co.uk](mailto:accounts@document-genetics.co.uk)

Deleting your account will cause all the form data in the account to be permanently deleted, as permitted by law, and will disable your access to any other services that require an infoForms account. We will promptly fulfil requests to delete personal data unless the request is not technically feasible or such data is required to be retained by law (in which case we will block access to such data, if required by law).

## Security

We are committed to handling your personal information and data with integrity and care.

**Cookies.** We use cookies on our websites. Cookies are small bits of data we store on the device you use to access our services so we can recognise repeat users. Each cookie expires after a certain period of time, depending on what we use it for. We use cookies for several reasons:

**To make our site easier to use.** If you use the "Remember me" feature when you sign into your account, we may store your username in a cookie to make it quicker for you to sign in whenever you return to infoForms.

**For security reasons.** We use cookies to authenticate your identity, such as confirming whether you are currently logged into infoForms.

**To provide you with personalised content.** We may store user preferences, such as your default language, in cookies to personalise the content you see.

**To improve our services.** We use cookies to measure your usage of our websites and track referral data, as well as to occasionally display different versions of content to you. This information helps us to develop and improve our services and optimise the content we display to users.

We don't believe cookies are sinister, but you can still choose to remove or disable cookies via your browser. Refer to your web browser's configuration documentation to learn how to do this. Please note that doing this may adversely impact your ability to use our services. Enabling cookies ensures a smoother experience when using our websites. By using our websites and agreeing to this privacy policy, you expressly consent to the use of cookies as described in this policy.

**Blogs and Forums.** Our website offers publicly accessible blogs and community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. We're not responsible for any personal information you choose to submit in these areas of our site. To request the removal of your personal information from our blog or community forum, contact us at [info@document-genetics.co.uk](mailto:info@document-genetics.co.uk). In some cases, we may not be able to fulfil your request and we will let you know why.

**Online Tracking.** We currently do not process or comply with any web browser's "do not track" signal or other similar mechanism that indicates a request to disable online tracking of individual users who visit our websites or use our services (unless otherwise stated in a service-specific privacy statement).

**Safety of Minors.** Our services are not intended for and may not be used by minors. "Minors" are individuals under the age of majority in their place of residence (or under 13 in the United Kingdom). Document Genetics does not knowingly collect personal data from minors or allow them to register. If it comes to our attention that we have collected personal data from a minor, we may delete this information without notice. If you have reason to believe that this has occurred, please contact us at [info@document-genetics.co.uk](mailto:info@document-genetics.co.uk).

## Consent

You indicate your acceptance of this privacy policy by clicking or tapping on a button indicating your acceptance, by executing a document that references them, or by using the Services offered by infoForms and thereby, you expressly consent to the following:

You consent to the collection, use, disclosure and processing of your personal data in the manner described in this privacy policy, including our procedures relating to cookies, IP addresses and log files.

Our servers are based in the United Kingdom, so your personal data will be primarily processed by us in the United Kingdom.

You consent to us sharing your personal data with relevant persons working for service providers who assist us in providing our services. If you have enabled cookies on your web browser, you consent to our use of cookies as described in this privacy policy.

## Privacy Policy Changes

We may modify this privacy policy at any time, but if we do so, we will notify you by publishing the changes on this website. If we determine the changes are material, we will provide you with additional, prominent notice as is appropriate under the circumstances, such as via email.

For any changes to this privacy policy for which you are required to provide prior consent, we will provide you with reasonable notice of such changes before they become effective and provide you with the opportunity to consent to those changes. If you do not cancel your subscription and continue to use our services beyond the advance-notice period, you will be considered as having expressly consented to the changes in our privacy policy.

**Please contact us anytime on 01604 671177 for further information.**