



Website Privacy Policy

By using the datapipelines.com service you are accepting the Website Privacy Policy ("Policy") which dictates your use of the Data Pipelines website, via your browser, provided by Data Pipelines Ltd. ("Data Pipelines") (the "Service"). Data Pipelines takes the privacy of your information very seriously. This Policy attests to our use of any and all data collected by Data Pipelines through its website datapipelines.com (and all subdomains unless otherwise stated).

Data - All information submitted to and collected by Data Pipelines. Definitions extend to cover those of General Data Protection Regulation (GDPR, 2018).

Personally Identifiable Information (PII) - Information that relates to an identified or identifiable individual.

Cookies - Text-based files placed into a user's browser at different points of the website or with certain behaviours.

Our use of Website Data

For purposes of the General Data Protection Regulation 2018, Data Pipelines is a "data controller" who owns and processes its own data. At this time Data Pipelines has no third-party processors.

- Unless we are obliged or permitted by law to do so, your Data will not be disclosed to third parties. This includes our affiliates and / or other companies within our group.
- We only collect PII volunteered by web users for the use of contacting us through the web form and registering for the product. Both of these instances occur on app.datapipelines.com.
- We collect session data for all web users via Google Analytics, this includes but is not limited to:
 - Channel / Source
 - Session Duration
 - Pages viewed
 - Click and view-based events

- Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website.

Specifically, Data may be used by us for the following reasons:

- Improvement of our products / services
- Improve understanding of users and where they're coming from
- Provide custom content for users based on existing activity

Third party Websites and Services

Data Pipelines may employ open source software and other third party services in the running of the website. This is in no way an endorsement by Data Pipelines towards these systems and does not require us to share any data with them.

Links to Other Websites

There may be links to other websites. This privacy policy does not extend to your use of such websites, therefore Data Pipelines takes no responsibility for the running, or safety of these sites.

Security

- Data security is of great importance to Data Pipelines and to protect your data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.
- If password access is required for certain parts of the Website, you are responsible for keeping this password confidential.
- We do our best to protect your personal Data. However, transmission of information over the internet is not entirely secure and is done at your own risk. We cannot ensure the security of your Data transmitted to the Website.

Cookies

- This Website may place and access certain Cookies on your computer. Data Pipelines. uses Cookies to improve your experience of using the Website. Data Pipelines. has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

- All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
- Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling Data Pipelines. to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

This Website may place the following Cookies:

- Analytical/performance cookies They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- Targeting cookies These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.
 - ii. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser.
 - iii. You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

General

- You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
- If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
- Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
- This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this Privacy Policy

Data Pipelines reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law.

Thank you for reading our Website Privacy Policy, you may contact Data Pipelines by email at support@datapielines.com with any questions