

Swift Publishing Services (may also be referred to in this Statement by the names “SPS” or “Swift”) respects your privacy and values the relationship we have with you. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at www.swiftpublishingservices.co.uk. We are committed to safeguarding the privacy of our website visitors and clients.

This policy applies where we are acting as a data controller with respect to the personal data of our website visitors; where we determine the purposes and means of the processing of personal data that may be collected on the site.

Information We Collect and Receive

Swift Publishing Services receives, collects and stores information about you when you interact with our website. We may obtain personal information about you, when you express an interest in learning more about Swift.

Analytics

We use Google Analytics to analyze the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google’s privacy policy is available at: <https://www.google.com/policies/privacy/>

Personal Information Collected

The personal information collected by Swift Publishing Services includes the following types of information depending on where you interact with us:

User Data

Your name, email address(es), phone number(s), title, and any information you share in our comments area on our forms.

Usage Data:

Your visits and interactions on the Swift Publishing Services website.

The usage data may include: your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency, and pattern of your visits. The source of the usage data is via Google Analytics and WordPress.

How We Use Information

This **Usage data** may be processed for the purposes of analyzing the use of the website(s) and what pages are most frequently viewed. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services OR ensuring that Swift is providing you with information that may be relevant to helping your organization with services that will improve their processes.

We may process information contained in or relating to any communication that you send to us (“**correspondence data**”). The correspondence data may include the communication content and metadata associated with the communication. Our website will generate the metadata associated with communications made using the website contact form. The correspondence data may be processed for the purposes of communicating with you and for record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with users.

In addition, we may use your information:

- **As required by applicable law, legal process or regulation.**
- **To send emails and other communications.** We may send you marketing emails, technical and other administrative emails. We may also contact you to inform you about changes in our offerings, and important notices.
- **For billing, account management, and other administrative matters.** If you are a Swift Publishing Services Client, we may need to contact you for invoicing.
- **To investigate and help prevent security issues and abuse.**

How We Share and Disclose Information

We do not sell your personal information. In addition, we do not share your personal information with anyone other than solely related to a legitimate business purposes request or contractual obligation, and/or with Swift employees to fulfill your request and/or contractual obligation.

Swift Publishing Services may disclose your information without your consent if Swift Publishing Services has a good faith belief that disclosure is: (a) required by law, valid legal process, or applicable court order; (b) necessary to protect or defend the rights or property of Swift Publishing Services or another person; or (c) to protect the personal safety of any person.

Access, Update, and Correction of Personal Information

Upon your request, Swift Publishing Services will provide you with information about what personal information we hold regarding you.

Upon your request, Swift Publishing Services will correct, delete or supplement your personal information as long as such action is allowed under applicable law, and such action is technically feasible, does not compromise Swift Publishing Services' legal obligations, and does not impose an undue burden or expense.

Data Retention

Swift Publishing Services may retain Usage Information and Personal Data pertaining to you for as long as necessary for the purposes described in this Privacy Policy. This may include keeping Usage and Personal Information for Swift Publishing Services to pursue legitimate business interests, conduct audits, comply with (and demonstrate compliance with) legal obligations, resolve disputes and enforce our agreements.

Security

Swift Publishing Services takes commercially reasonable measures to help protect information about you from loss, theft, misuse, unauthorized access, unauthorized disclosure, alteration, and destruction.

We retain personal data only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods:

- mandated by law, contract or similar obligations applicable to our business operations;
- for preserving, resolving, defending or enforcing our legal/contractual rights; or
- needed to maintain adequate and accurate business and financial records.

No security protocols are 100% effective. Swift Publishing Services cannot guarantee your information, including your personal information, will not be accessed by unauthorized third parties. If Swift Publishing Services becomes aware of any breach of personal information affecting you, Swift Publishing Services will notify you promptly. In the event of a breach, Swift Publishing Services is prepared to respond with all commercially reasonable and appropriate measures as required by law.

Opt-Out and Unsubscribe

We respect your privacy and give you the opportunity to opt-out of receiving email marketing communications from Swift.

Links to Third Party Websites and Services

From time to time, we may provide links to external websites and services in the Swift Publishing Services website. Swift Publishing Services does not control those third-party websites and we encourage you to review the privacy notices of those websites, so you can understand how those websites collect, use and share your information. Swift Publishing Services is not responsible for the privacy or security practices of those third-party websites.

Age Limitations

Swift Publishing Services products and services are not directed to individuals under the age of 18. We do not knowingly collect personal information from children under 18. If you learn that anyone younger than 18 has unlawfully provided us with personal data, please let us know and we will take steps to delete such information promptly.

Changes to this Privacy Policy

Swift Publishing Services may change this Privacy Policy from time to time. Laws, regulations and industry standards evolve, which may make those changes necessary, or we may make changes to our business. We will post the changes to this page and encourage you to review our Privacy Policy to stay informed. If we make changes that materially alter your privacy rights, Swift Publishing Services will provide additional notice, such as via email. If you disagree with the changes to this Privacy Policy, you should refrain from using our website.

Your Rights

Individuals located in certain countries, including the European Economic Area, have certain statutory rights in relation to their personal data. Subject to any exemptions provided by law, you may have the right to request access to Information, as well as to seek to update, delete or correct this Information.

Contacting Swift Publishing Services

Swift Publishing Services welcomes your questions or comments regarding this Privacy Statement. For questions or comments relating to this Privacy Statement or our privacy practices, please contact us at 20-22, Wenlock Road, London, N1 7GU, or by phone at: 01789 330251 (Stratford upon Avon). 07969 655640 (mobile).