

Privacy Policy

Smarter Production LTD

Last Updated: April 7, 2025

Introduction

Smarter Production LTD ("we," "our," or "us") is committed to protecting the privacy and security of your personal information. This Privacy Policy describes how we collect, use, and handle your personal information when you visit our website at <https://smarterproduction.co.uk/>, subscribe to our newsletter, or interact with our services.

Information We Collect

We collect the following types of information:

Personal Information:

- Email addresses (when you subscribe to our newsletter)
- Any other information you voluntarily provide to us when contacting us

Usage Information:

- Analytics data regarding your interaction with our website

How We Collect Information

We collect information in the following ways:

- **Directly from you:** When you subscribe to our newsletter or contact us through email or WhatsApp
- **Automatically:** Through Google Analytics when you visit and navigate our website

How We Use Your Information

We use your personal information for the following purposes:

- To send you marketing communications, newsletters, and updates about our products and services
- To respond to your inquiries and provide customer support
- To analyze website traffic and improve user experience
- To maintain and improve our website and services

Data Sharing and Third Parties

We do not sell, trade, or otherwise transfer your personal information to outside parties. We may share anonymous, aggregated information (not containing personal information) with service providers who help us operate our website and business.

Google Analytics

We use Google Analytics to collect information about how visitors use our website. Google Analytics uses technologies to collect information about your use of our website. The information generated about your use of our website (including your IP address) may be transmitted to and stored by Google on their servers. Google uses this information to evaluate your use of our website, compile reports on website activity, and provide other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

Cookies

We do not use cookies on our website.

Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information, including:

- The right to access the personal information we hold about you
- The right to request correction of inaccurate information
- The right to request deletion of your personal information
- The right to withdraw consent for marketing communications

To exercise any of these rights, please contact us using the details provided in the "Contact Us" section.

Data Security

We implement appropriate security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, so we cannot guarantee absolute security.

International Data Transfers

As we operate in the UK and occasionally import from Poland, your information may be transferred and stored in countries outside your residence. By providing us with your personal information, you consent to such transfers.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be indicated by an updated "Last Updated" date at the top of this Privacy Policy. We encourage you to review this Privacy Policy periodically.

Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

- Email: office@smarterproduction.co.uk
- Website: <https://smarterproduction.co.uk/>
- WhatsApp: [Contact link available on our website]

Governing Law

This Privacy Policy is governed by the laws of the United Kingdom.