

William G Search Limited (hereinafter referred to as “Search” or “us” or “we” or “our”) is committed to preserving the privacy of all its customers and visitors to the website at <http://www.wgsearch.co.uk> (the “Website”). The privacy policy sets out the basis on which any personal data Search collects from you, or that you provide to Search, will be processed by us and how Search uses and protects the information that is provided to it by its Customers and/or users of the Website.

Unless the context otherwise requires, reference to “you” or “your” within this privacy policy shall be a reference to you and/or your organisation. References to “Application Form” within this privacy policy shall be a reference to the standard forms used by Search (as may be amended from time to time without notice) to obtain information about you prior to commencing a trading relationship, such forms include a Credit Account Application, an Application to Trade and Payment be Credit Card Application.

Search reserves the right to update and amend this privacy policy at any time without notice. You are responsible for reviewing the privacy policy on each occasion that you visit the Website, and if you continue to use the Website after amendments have been made then you are deemed to have accepted the amendments.

If you follow a link from the Website to a third party’s website, this privacy policy will no longer apply. Search is not responsible for the information handling practices of any third-party websites and recommends that you read the privacy policy specific to such websites.

By completing an Application Form, ordering goods and/or services, or hiring goods from Search or using the Website, you agree to the collection, use and disclosure of your information by Search under the terms of this privacy policy.

1. Information About Us

Search is a company registered in England and Wales with Company Registration Number 407145, whose registered office is at Market Works, Whitehall Road, Leeds, LS12 6EP. Please see the “Enquiries” page on the Website for full contact details.

Search is included in the Information Commissioner’s Register of Data Controllers, with registration number PZ5851237.

2. Collection of Information

If you complete an Application Form or order goods and/or services or hire goods from Search, Search will collection information from you and about you.

Search may collect information about you when you contact us, whether by telephone, fax, email or post and may also collect any information you submit via any online forms, message boards, forums, surveys or any other interactive sections that me be on the Website from time to time. Search may also collect information about your use of the Website and will use Cookies in the manner described below.

Search may also collect information about your computer, including where available your IP address, operating-system, and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

3. Use of Information by Search

If you complete an Application Form, the information you provide will be used by Search to verify your identity, to process the relevant Application Form and to process any orders for goods and/or services or hire of goods received. We may also use this information provided to carry out credit reference searches (details of which are set out in section 4 below).

If Search approves your Credit Account Application and opens a credit account for you, Search will use the information provided to administer your account and process any orders received.

Unless you have expressly asked us not to do so, Search may use information provided for marketing purposes, to undertake marketing analysis and to make general improvements to the Website and Search’s products and services.

Search will keep your information secure by taking appropriate measures against its unauthorised and unlawful processing and against its accidental loss, destruction, or damage. Search will retain your information for as long as it is needed for the purposes set out in this privacy policy or otherwise required by law.

4. Credit Reference Searches

If you complete an Application Form and/or place an order with Search, we may make enquiries (and share information) with credit reference agencies and any other third parties we deem necessary. When a search is made with a credit reference agency, they may provide both public information (including information from the electoral register and in relation to County Court judgements) and shared credit and fraud prevention information and a footprint may be placed on your credit file by them, which may be seen by other companies and lenders. Search makes such enquiries, and shares information with credit referencing agencies and other third parties, to verify the identity of you and/or any representatives that purport to act on your behalf, to assess an Application Form, to monitor and manage your Account (if any) and for the purposes of debt collection, tracing and fraud prevention.

5. Disclosure of Information by Search to Third Parties

Search may share your information with credit reference agencies and other third parties (as described in Section 4 above). Search may also share your information with any associated organisation or business partners of Search so that any information or products you have requested can be provided and for administrative purposes and/or marketing purposes.

Search may also share your information with any organisation which buys or is interested in buying our business or assets or to whom Search transfers its agreement with you and in the course of any negotiations which may or may not lead to such a transfer or sale.

Search may allow third party providers and contractors who supply goods or services to Search or who process information on behalf of Search incidental access to your information. In such circumstances, Search will endeavour to ensure that such third parties keep your information secure and do not use it for their own purposes.

Search will disclose any information provided if required to do so by law (such disclosure may be to enforcement authorities or to a third party in the context of actual or threatened legal proceedings) to the extent so required. Unless permitted or required to do so by law, Search will not otherwise share, sell or distribute any of the information provided to us by you without your consent.

6. Cookies

The Website uses cookies to distinguish you from other users of the Website and to provide increased functionality when you are using the Website. This helps Search to provide you with a better experience when you browse the Website and allows us to improve the Website as and when deemed necessary by Search.

A “cookie” is the name of a message given by a web server to a web browser and is a small file of letters and numbers. The message is then stored by the web browser in a text file called “cookie.txt” and can be removed from your system at any time. Each time the web browser requests a page from the web server, this message is sent back. Search uses cookies to collect information from the Website but Search will not collect any information about you except in accordance with this privacy policy and as required for the system administration of the Website server.

We use the following categories of cookies:

- a. **Strictly necessary cookies:** These are cookies that are required for the operation of our Website and to enable you to access certain services on the Website. They include, for example, cookies that enable you to log into secure areas of our Website.
- b. **Analytical/performance cookies:** These cookies collect anonymous information on pages visited and allow us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that users are finding what they are looking for easily.
- c. **Functionality cookies:** These cookies are used to recognise you when you return to the Website to improve your use of the Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

The above cookies also fall into two categories – session or persistent. Session cookies expire at the end of your browsing session (when you leave the Website) and persistent cookies expire at a specified time in the future.

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You can find more information about the categories and types of individual cookies we use and the purposes for which we use them set out in the table below.

Cookie Name	Category	Purpose	Type
User / USERID	3	Current user details / user ID used for keeping a persistent login in the members area / document library.	Session (expires as soon as user navigates away from the Website or closes the browser).
Google Analytics	2	4 cookies (_utma, _utmb, _utmc and _utmz) – utilised by Google Analytics to track visitors’ data on the Website.	Persistent – set by Google Analytics in accordance with their privacy policy which be viewed at the following link: https://developers.google.com/analytics/resources/concepts/gaConceptsCookies
_utma	2	Identified unique visitors anonymously and used to analyse the number of visitors who come back to the Website on subsequent occasions.	Persistent (expires 2 years after the last visit to the Website).
_utmb	2	Used to analyse which pages a visitor looks at during their visit to the Website. Used to analyse how useful internal links are, and how popular individual pages are.	Persistent (expires 30 minutes after the last activity on the Website).
_utmc	2	Used to analyse which pages a visitor looks at during their visit to the Website. Used to analyse how useful internal links are, and how popular individual pages are.	Session (expires as soon as user navigates away from the Website or closes browser).
_utmz	2	Stores information about the referral route (how a visitor ended up on the Website) and is used to analyse effectiveness of keyword campaigns.	Persistent (expires 6 months after the last visit to the Website).
Woopra Analytics	2	2 cookies (wooTracker and wooMeta) utilised by Woopra Analytics to track visitors’ data on the Website, similar to Google Analytics in scope.	Persistent – set by Woopra Analytics in accordance with their privacy policy which can be viewed at the following website link: http://www.woopra.com
wooTracker	2	As above.	Persistent (no expiry date specified).
wooMeta	2	As above.	Persistent (no expiry date specified).
PHPSESSID	1	Tracks an individual user’s session on the Website, which is essential for the Member’s log-in area and is not stored on a visitor’s computer until they visit the Member’s log-in page on the Website.	Session (expires as soon as the user navigates away from the Website or closes the browser).
Login	1	Another part of the member’s log-in feature. Only set up after successful log-in.	Persistent (expires 2 years after the last visit to the Website).

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, please note that if you use your browser setting to block all cookies (including essential cookies) you may not be able to access all or parts of the Website.

7. Your Rights

You have the right to see any of the information Search holds about you upon payment of a statutory fee (currently £10.00). You also have the right to correct any errors in the information Search holds about you; please inform Search of any changes you would like to be made to your details so that we can keep our records accurate and up to date.

You have the right to opt out of receiving any marketing material from Search or any third party at any time by sending a written request to us.

8. Further Information

If you have any queries about the information held by Search about you or would like to exercise the rights set out above at section 7, please contact us directly.