



Privacy Policy

Explain Research Ltd. is committed to protecting your privacy, and takes its responsibilities regarding the security of customer information very seriously. This policy explains how we use customer information and how we protect your privacy.

1. Use of Customer Information

Explain Research Ltd. collects personal information provided by you, together with information we learn about your use of our service and your visits to our web site and other sites accessible for them. We will use your information to provide and personalise our service. We will also use your contact details to communicate with you. We may use your information to send you news about Explain Research Ltd. services or those of other carefully selected companies which we think may be of interest to you. Once you have registered on explainresearch.co.uk you can opt of receiving e-mail updates at any time. Opt-out instructions are included at the end of every mailing.

The information that you provide to us will be held in our systems, which are located on our premises or those of an appointed third party.

2. Site Tracking

We use tracking software to monitor customer traffic patterns and site usage to help us develop the design and layout of the site to better meet the needs of our visitors to explainresearch.co.uk. This software does not enable us to capture any personally identifying information.

3. Security

To protect your information and data retention as required by the UK Data Protection Acts of 1984 and 1998, we follow strict security procedures in the storage and disclosure of information which you have given to us, to prevent unauthorised access. Our security procedures mean that we may request proof of identity before we are able to disclose sensitive information to you.

4. Cookies

Cookies are small pieces of information that are stored by your browser on your computer's hard drive. They enable explainresearch.co.uk to provide features such as remembering aspects of your last visit to make subsequent visits more enjoyable. Cookies can be deleted from your hard drive if you wish. Most web browsers automatically accept cookies, but you can change your browser settings to prevent that. Even without a cookie you can use most of the features on the website. Our cookies do not contain any personally identifying information.

5. Disclosure to Third Parties

Your information will not be passed to any third parties, unless they are working in the interests of Explain Research Ltd. and meet the requirements set out in this policy. If we decide to change our Privacy Policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it and in what circumstances we disclose it.