



E&O Laboratories Ltd Privacy Policy

This Privacy Policy sets out how E&O Laboratories Ltd uses and protects any information that you give us when you use this website.

E&O Laboratories Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website then you can be assured that it will only be used in accordance with this privacy statement.

E&O Laboratories Ltd may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 25th May 2018.

What we collect

We collect information about you when you provide us with feedback and/or contact us.

We may collect the following information:

- Contact information including telephone number and email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to applications, customer surveys and/or offers
- Information about your website use

Why we need the information we gather

We require this information for the following reasons:

- To provide the services or information which you have requested
- To tailor our website to show you content that is relevant to you
- We may also use the information to improve our products and services
- We may periodically send promotional emails which we think you may find interesting using the email address which you have provided

Legitimate interest in contacting you

Legitimate interest allows us to send direct mail to you as long as you haven't said 'no' and it does not cause harm or override your privacy rights.

How we keep it

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

All the personal data we process is processed by our staff located in Bonnybridge, Scotland. The organisation will hold personal data on its own IT network.

E&O Laboratories Ltd Privacy Policy

How long we keep it for

Your information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

How we use cookies

Cookies are small text files stored on your device and used by website operators in order to make websites work, or work more efficiently, as well as to provide information to the operators of the website or certain third parties. Each cookie usually contains a unique string of characters, which allows a website to distinguish your browser or device from other users.

We use cookies to analyse how users interact with this website and evaluate and measure the effectiveness of our marketing efforts. You don't have to agree to the use of cookies and you can disable any cookies already stored on your computer.

Analytic/performance cookies

This website will:

- Track the pages you visit via Google Analytics
- Track Google Display (re-marketing) conversions
- Track Facebook ad conversions
- Track Twitter ad conversions

If you wish to restrict or block the cookies which are set by our website, or indeed any other website, you can do this through your browser settings. If you chose to restrict or block any cookies, this may result in certain features of the website not being provided and accordingly you may not be able to take full advantage of the website's features

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this Privacy Policy. You should exercise caution and look at the Privacy Policy applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- We will only add you to our direct mailing database if you give us your permission to hold your data for this purpose
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at ann.turner@eolabs.com or by unsubscribing to any emails received via the link provided



E&O Laboratories Ltd Privacy Policy

We will not distribute your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to E&O Laboratories Ltd, Burnhouse, Bonnybridge, FK4 2HH.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.