Privacy & Cookies

To view our Cookie Policy, please click here.

Privacy Policy

This privacy policy sets out how Aerial Direct uses and protects any information that you give Aerial Direct through the use of this website or any other methods in which information is collected or submitted.

Aerial Direct is committed to ensuring that your privacy is protected. This policy indicates the type of processes that may result in data being collected about you. Your use of this website gives us the right to collect that information. 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.

Aerial Direct 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.

Information Collected

We may collect any or all the information that you give us depending on the type of transaction you enter into, including your name, address, post code, job title, telephone number and email address, together with data about your use of the website. Information that may be needed from time to time to process a request may also be collected as indicated on the website.

Information provided during registration for use of our website, completing forms on our website, subscribing to our products and services, posting material or requesting further products and services. We may also ask you for information when you report a problem with our website.

All inbound and outbound telephone conversations (including email and phone conversations) made to/from Aerial Direct, may be recorded and kept for training and monitoring purposes. Archived records are not kept for longer than is necessary as contained within the principles of the Data Protection Act.

Information Use

We primarily use the information collected to process the task required for our/your request, via: phone, email, text and our website. Data collected in the UK is held in accordance with the Data Protection Act. All reasonable precautions are taken to prevent unauthorised access to this information. This safeguard may require you to provide additional forms of identity should you wish to obtain information about your account details.

Disclosure of your personal information

Aerial Direct may disclose personal information to comply with regulatory and/or legal obligations, to exercise our terms and conditions and/or agreements; or in protecting the right, property, or safety of our customers. This may include processing information with Telefonica UK Ltd, Gamma Telecom Ltd, Corporate Mobile Recycling Ltd, credit reference agencies and/or our finance partners Omni Capital Retail Finance and Henry Howard Finance No1 Limited for the purpose of fraud protection and risk.

Types of Communications

By submitting your email address and by confirming that you have read and accepted the terms of our cookie and privacy policy, you are consenting to receive the particular piece of information you requested, as well as allowing us to send you appropriate and useful communications. This includes, but is not limited to; Aerial Direct newsletters, promotional offers, invitations to our events and webinars and our latest assets (whitepapers, guides, reports, infographics, videos and case studies). We would also like to keep you abreast of the charity events and initiatives we support.

Security

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.

Website cookies and link tracking

Cookies allow us to provide important site functionality so you don't have to re-enter lots of information. They also allow us to remember what links and pages have been clicked or viewed during a session. If you have provided us with personal data, completing a contact form for example, we may associate this personal data with other information such as – data collected from previous visits to our website. This will allow us to identify and record what is most relevant to *you*.

By using your browser controls, you are always in control of the cookies we store and access on your computer. More information on how to control cookies and limit personal data processing can be found at http://www.youronlinechoices.com/uk/five-top-tips.

You can view our cookie policy in more detail by following this link.

Cookies

Your Internet browser has the in-built facility for storing small files – "Cookies" – that hold information which allows a website to recognise you as a user. Our website takes advantage of this facility to enhance your experience. We use several of these cookies for analytical purposes, and these are described in detail here. By using the Aerial Direct website, you consent to the use of cookies for these purposes.

We use a combination of both session and persistent cookies. Session cookies keep track of your current visit and how you navigate the site, persistent cookies enable our website to recognise you as a repeat visitor when you return. The session cookies will be deleted from your computer when you close your browser. Persistent cookies will be removed on a pre-determined expiry date, or when deleted by you.

Most web browsers allow user privacy settings to block either all cookies, or third party cookies. Blocking cookies will, however, have a negative impact upon the usability of many websites, including this one. Please visit www.aboutcookies.org for comprehensive information on how to change your cookie settings in a wide variety of different web browsers.

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 statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

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 contact us using the details available here.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

If you believe that any information we are holding on you is incorrect or incomplete, please write to us or email us as soon as possible using the details available here and we will advise you on the next steps. We will promptly correct any information found to be incorrect.

Changes to this Policy

Any changes to our Privacy Policy will be placed here and will supersede this version of our Policy. We will take reasonable steps to draw your attention to any changes in our Policy. However, to be on the safe side, we suggest that you read this document each time you use the website to ensure that it still meets with your approval.

Contacting Us

If you have any questions about our Privacy Policy, or if you want to know what information we have collected about you, please write to us by email or by post using the below details. We will advise you of the next steps throughout the process, including correcting factual errors in that information or us requiring to remove your details from any list under our control. Aerial Direct Limited reserves the right to change this policy from time to time. By continuing to use our services you acknowledge and agree to those changes.

To contact us please email customer.services@aerial-direct.co.uk or write to us at:

FAO K Lockwood
Aerial Direct
Communications House,
Quay Ln,
Gosport
PO12 4LJ

Cookies Policy

Cookies are small text files that are placed on to your computer by websites that you visit. They are used to make websites work, to improve efficiency of websites, to improve the user's experience and to provide usage information on websites. This information should make your website visits more productive by storing and using information on your website preferences and habits.

Your web browser can choose whether or not to accept cookies. Most web browser software is initially set up to accept them.

We may offer cookies to you; you should ensure that your web browser is set up to not accept cookies if you do not wish to receive them. Please note, if you disable cookies, some services or website functionality may not be available. For further information about cookies and how to disable them please go to aboutcookies.org.

By continuing to use this site, you are accepting our use of these cookies that make advertising and communications more relevant to you and your interests, and further help us to improve the site. We use the following cookies:

- **Essential cookies**. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, and to use online forms.
- **Analytical cookies**. They allow us to recognise and count the number of visitors. Also to see how visitors move around our website when they're using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Marketing cookies**. These are used to recognise you when you return to our website. This enables us to personalise our content for you, for example, greet you by name and remember your preferences. These cookies also record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website, the advertising displayed on it and communications sent more relevant to your interests.

Full list of cookies used:

Aerial Direct Cookies

Full Tag (cookie) Name	Lifespan	Full Description (i.e. what it does)	Essential / Analytics / Marketing
wp-settings-time-4	1 Year	Cookie used to customize the view of admin interface, and possibly also the main site interface.	Essential
wp-settings-4	1 Year	Cookie used to customize the view of admin interface, and possibly also the main site interface.	Essential
wordfence_verifiedHuman	24 Hours	Cookie to help secure the website.	Essential

External (3ʳᵈ Party) Cookies

Full Tag (cookie) Name	Lifespan	Full Description (i.e. what it does)	Essential / Analytics / Marketing
_ga	2 Years	Google Analytics - Used to distinguish users.	Analytics
_gat	10 Minutes	Google Analytics - Used to throttle request rate.	Analytics
_gid	24 Hours	Google Analytics - Used to distinguish users.	Analytics
_gac_UA-84915520- 1	Session	Google Analytics	Analytics
SAPISID, SSID, APISID, HSID, SID	Session	Google Maps – Used to store user preferences and information of Google maps	Analytics
PREF	1 Year	Google Maps – Used to store user preferences and information of Google maps	Analytics
NID	6 Months	Google Maps – Used to store user preferences and information of Google maps	Analytics
autoinvite_callback	Session	LiveChat - Checks if a visitor gets the invitation	Essential
incap_ses_	Session	LiveChat – DdoS protection	Essential
lc_window_state	Session	LiveChat - checks the chat window state (minimized/maximised)	Essential
__lc.visitor_id	3 Years	LiveChat - Unique visitor's ID These are both ourselves and third party cookies used to provide the online chat service	Essential
3rdparty	Session	LiveChat - checks if the browser's settings will allow to work on not yet visited pages	Essential
recent_window	Session	LiveChat - Informs about the last page that the visitor was on	Essential
main_window_timestamp_0	Session	LiveChat - Synchronises the communication between opened chat tabs	Essential
message_text	Session	LiveChat - if you are writing a message and you refresh the page, this text will be remembered	Essential

common_iwcs_0	Session	LiveChat - Synchronises the communication between opened chat tabs	Essential
__livechat_lastvisit	3 Years	LiveChat - Checks visitor's last visit	Essential
__livechat	3 Years	LiveChat - Remembers the info of the visitor entering your website	Essential
main_window_timestamp	Session	LiveChat - Synchronises the communication between opened chat tabs	Essential
notification[predicted_agent]	Session	LiveChat - Assign the visitor to the specific agent	Essential
notification[new_messages]	Session	LiveChat - Informs about the pending messages	Essential
SERVERID_L – haproxy	Session	LiveChat - Our load balancer	Essential
amplitude_idlivechatinc.com, _lc_vv, notification[status_ping]	Session	LiveChat	Analytics
ajs_user_id, ajs_anonymous_id, ajs_group_id, __auc, _vwo_uuid_v2, _vwo_uuid	1 Year	Trustpilot - Review Tracking	Analytics
_vis_opt_exp_2_combi, _vis_opt_exp_108_goal_1, vis_opt_exp_115_combi, _vis_opt_s, _vis_opt_exp_108_combi, vis_opt_exp_114_combi	2 Months	Trustpilot - Review Tracking	Analytics
__zlcmid	10 Years	Trustpilot - Review Tracking	Analytics
_ga,	2 Years	Trustpilot - Review Tracking	Analytics
_biz_nA, intercom-id-kos1l093, amplitude_idtrustpilot.com, _biz_flagsA, intercom-lou-kos-1l093, _biz_uid, _gaexp, tp-b2b-selected-business-unit-id, _biz_pendingA, announcementExist	Session	Trustpilot - Review Tracking	Analytics
__hstc	2 Years	Hubspot - The main cookie for tracking visitors.	Analytics
hubspotutk	10 Years	Hubspot - This cookie is used for to keep track of a visitor's identity.	Analytics
Lu, sb, datr, fr	2 years	Facebook - If you have a Facebook account, these cookies will allow you to share content on the Aerial Direct site with your Facebook contacts.	Analytics

		You will be also able to tell if you or your Facebook friends 'Liked' any content on the Aerial Direct site in the past. The cookies will also send some non personal data to Facebook to gather aggregate information on how people interact with websites that use the Like button.	
__cfduid	5 years	The "__cfduid" cookie is set by the CloudFare service to identify trust web traffic. It does not correspond to any user id in the web application, nor does the cookie store any personally identifiable information.	Essential
recordID	30 days	Dot mailer is our Email marketing platform we use a cookie to track users to our site from emails that we send.	Analytics
dmSessionID	30 days	Dot mailer is our Email marketing platform we use a cookie to track users to our site from emails that we send.	Analytics

Updated: 13/04/2018