

PRIVACY POLICY

INTRODUCTION

Your privacy is very important to us and we take our responsibility regarding the security of your personal data very seriously; We are committed to protecting your personal data and being transparent about the information we are collecting about you and what we do with it.

This policy explains the practices employed at Armadillo in the treatment of your personal information.

We gather and use certain information about individuals in order to provide products and services and to enable certain functions of this website.

DATA

How we collect your personal information

You may provide us with your information in the following ways:

- Visiting our website
- Submitting a request via our website
- Speaking to sales or marketing representatives
- Contacting our Service Centre
- By providing Feedback
- By interacting with us via social media platforms such as Twitter, LinkedIn, etc.

What we may collect, store and use

We may collect the following information:

- Identity Data, such as; Title, First name, Last name and Job title
- Contact Information including; Billing address, Delivery address, Email address and Phone numbers
- Technical Data such as; IP address, MAC address, Browser type and version, Time zone setting and location, Browser plug-in types and versions, device model, device name, Operating system, platform and other technology on the devices used to access our website, Information on where you came to our site from
- Your Preferences in receiving communications from us

How we use this data

By collecting data it helps us understand what you are looking from the company, enabling us to deliver relevant product and services.

Specifically, we may use data:

- For our own records
- To improve the services we provide
- To contact you in response to a specific enquiry
- To send you promotional emails, mailings or to call you about products, services, offers, events and other things we may think are relevant to you
- We also collect information to better understand how visitors interact with this website.

How we share your information

We do not sell or otherwise disclose personal information about you except as described here or at the time of collection. Armadillo may share personal data in the following ways:

- if sharing your data is necessary to provide a product, service or information you have requested;
- as part of a joint sales promotion or to pass sales leads to our business partners;
- within Armadillo (including among affiliates and subsidiaries) for the purposes described in this Privacy Policy;
- for the purposes of validating employment, training completed or product certifications achieved;
- to connect employees with their company administrator(s);
- with our approved Suppliers and Partners to report and help manage issues requiring support or as part of consulting services;
- with approved Citrix partners, to offer and provide our products and services to you; and
- with our joint marketing and sales partners and other business partners who help us with our business operations or other aspects of our business and for the purposes described in this Privacy Policy.
- with service providers we have engaged to perform services on our behalf (such as payment processing, order fulfillment, customer support, customer relations management). These service providers are contractually required to safeguard the information provided to them and are restricted from using or disclosing such information except as necessary to perform services on our behalf or to comply with legal requirements;
- We also may disclose personal information about you (1) if we are required or permitted to do so by applicable law, regulation or legal process (such as a court order or subpoena), (2) to law enforcement authorities or other government officials to comply with a legitimate legal request, (3) when we believe disclosure is necessary to prevent physical harm or financial loss to Armadillo, its users or the public as required or permitted by law, (4) to establish, exercise or defend our legal rights, and (5) in connection with an investigation of suspected or actual fraud, illegal activity, security or technical issues.

In addition, we reserve the right to transfer to relevant third parties information we have about you in the event of a potential or actual sale or transfer of all or a portion of our business or assets (including in the event of a merger, acquisition, joint venture, reorganisation, divestiture, dissolution or liquidation) or other business transaction.

We also may share the information in other ways for which we provide specific notice at the time of collection and obtain your consent to the extent required by applicable law.

COOKIES & HOW WE USE THEM

What is a cookie?

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

How we use cookies?

We may use cookies to:

- **Analyse our web traffic using an analytics package.** Aggregated usage data helps us improve the website structure, design, content and functions.
- **Identify whether you are signed in to our website.** A cookie allows us to check whether you are signed in to the site.
- **Test content on our website.** For example, 50% of our users might see one piece of content, the other 50% a different piece of content. n **Store information about your preferences.** The website can then present you with information you will find more relevant and interesting.
- **To recognise when you return to our website.** We may show your relevant content, or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.

However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it. To learn more about cookies and how they are used, visit [All About Cookies](#).

By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

YOUR RIGHTS AND CHOICES

Controlling your information

When you fill in a form or provide your details on our website, you will see the below statement regarding permission to collecting your personal information.

As part of our commitment to the GDPR, we would like to obtain your permission to contact you and send you occasional news and information. Please refer to our [Privacy Policy](#) and check the box to opt-in. You can unsubscribe at any time.

You will be presented with two tick boxes giving you the option to opt in to Armadillo communications.

- Yes (Opt-in to receive marketing communications from us by email, telephone or post)
- No (Opt-out from receiving marketing communications from us by email, telephone or post)

If you have agreed that we can use your information for the purposes stated within this Privacy Policy. You can change your mind easily, via one of these methods:

- Unsubscribe from one of our emailers when it is received using the supplied unsubscribe link
- Send an email to marketing@wearearmadillo.com
- Write to us at: 8 The Square, Stockley Park, Uxbridge, Greater London, UB11 1FW

Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998 and General Data Protection Regulation 2016.

SECURITY

How we protect your information

We will always hold your information securely.

To prevent unauthorised disclosure or access to your information, we have implemented strong physical and electronic security safeguards.

We also follow stringent procedures to ensure we work with all personal data in line with the Data Protection Act 1998 and General Data Protection Regulation 2016.

We are ISO27001 certified.

Retention of Personal information

To the extent permitted by applicable law, we typically retain personal information we obtain about you for as long as it is needed (1) for the purposes for which we obtained it, in accordance with the terms of this Privacy Policy, which generally means that we will keep your personal information for the duration of our relationship or as long as you keep your account open with us; or (2) to take into account applicable statute of limitation periods and comply with applicable laws, resolve disputes and enforce our agreements. As described in the "Your Rights and Choices" section above, to the extent provided by the law of your jurisdiction, you may request that we delete your information or restrict the processing of such information by contacting us as indicated below.