



Privacy Policy

Last Updated: 30/03/23

1. Introduction

1.1 DEVCHIEF LTD

DEVCHIEF LTD is a registered private limited company within the United Kingdom, with the company number 12654692. DEVCHIEF LTD operates as a Digital Agency company. DEVCHIEF LTD's domain address is either of the following or begins with the prefix: www.devchief.co.uk, <http://devchief.co.uk>, <https://devchief.co.uk> or devchief.co.uk.

1.2 Privacy Policy

The Privacy Policy (hereinafter referred to as “policy”, “policies” and/or “document”) sets forward the governing policies regarding privacy, and how DEVCHIEF LTD (hereinafter may be referred to as “our”, “us”, and “we”) uses and protects the information that visitors (hereinafter may be referred to as “you”, “your”, “their”, “those”, “them”, and “they”) provide when accessing our website.

We are positively committed towards the privacy of all users and their experience on our website. This website is carefully constructed to only take in data that is necessary and ensure security in multiple methods, thus so achieving the most optimum approach to data collection and privacy.

Any information described as being collected or used internally refers to the inner company boundaries, such as but is not limited to enhancing services, processing, analyses, marketing and progression of user experience.

2. What information do we collect?

2.1 Website

We collect several types of data on our website. This information may include but is not limited to personal information, communication methods, contact details, billing details, demographic and geographic data, and business or organization details. An explicit list of information cannot be provided as user's experience will vary according to their purpose. We may, if necessary, require proof of identification and documents regarding business ownership and registry. If users choose to register an account onto our website, we may require personal information such as date of birth, a password, email, and other related data to be submitted.

2.2 Analytic data

We record several types of analytic data, such as but not limited to user's activity and digital behaviour, geographic information, network data and raw statistics in relation to website traffic. This information is primarily used for internal purposes.

2.3 Service data

We sensibly collect information from the services offered to users, which includes but is not limited to digital marketing data, graphic and illustrative design information, data analyses information, databases and raw statistics. This information is primarily used for internal and marketing purposes.

3. How we use your data

The data we collect from users is primarily used internally within our company, for internal and marketing purposes. We may use your data with third-party companies if it is necessary for our services or company processes. For instance, data such as names and address are used for billing. In regards to internal purposes, information such as network and geographic are used for diagnostics, forensics and marketing purposes.

This information may also be used to contact users should the need arise. They may also be used for support demanded by user, which requires their data to be accessed.

4. Do we share your data?

The data we collect is used primarily within the business. As stated previously, the data we collect are used for internal and marketing purposes, as well as third-party companies that require such data to be submitted for processes. For instance, analytic data is often communicated with third-party services to provide us with in-depth analyses for marketing such as but not limited to Google Analytics.

If your data is required by governing authorities or you have evidently posed criminal behaviour and offences, we will submit your records and data gathered to enforcement authorities as we are legally bound to do so. This includes but is not limited to fraudulent crimes, on-going criminal investigations and prevention of future crimes.

5. How long will we keep your data?

The length in which we store your data varies based on the data type and need. Networking and geographic data such as IP addresses are stored only for 30 days, and carefully erased on a systematic basis.

Apart from this, all other data types previously mentioned may be stored for up to 10 years regardless of whether we are still pursuant of services or whether you retain access to our company and products. Otherwise, this data is carefully erased on a systematic or manual basis.

6. How we protect your data

We are serious in our approach for the security and protection of data collected. We have several methods active in place to protect the methods we use to collect your data, the processing of such data to and from databases and how this information is displayed. For security reasons, we cannot describe each method in detail. All data processed on our website is protected via 256-bit Secure Sockets Layer. In short, this encrypts data processed between your interactions with our website and further processes, through the SHA-2 method.

Additionally, we have several physically limiting methods to protect the servers your data is on. We do not store data in servers we physically possess or control. Servers are rented in secure locations off limits to the public and most of the premise and peoples. This safeguards your data physically and prevents internal accidents or damage from within our company.

All staff receive comprehensive training or possess the necessary knowledge on digital and information security, data protection and interactions with users.

7. What rights you have over your data

Under the General Data Protection Regulation (GDPR) – set by the EU Regulation 2016, and the Data Protection Act 2018 (recently updated within the UK proceeding the Data Protection Act 1998), we are legally bound to provide users with a wide range of rights in regards to the information we have collected, upon request. This includes the right to the erasure of your data, the right to object data being used for a specific purpose, the right to amendment of data, the right to access and the right to restrict use.

Users who demand these rights be fulfilled must request such information via email enquiries at legal@devchief.co.uk. Users acknowledge that it will take us up to 48 hours to process such enquiries. It may also take us up to 10 working days to respond to the said enquiries with the requested right taking place. This allows us enough time to prepare the said enquiry accurately, reliability and securely.

8. Cookies

This website uses cookies to enhance the experience of user's visiting our website, in relation to aesthetics, cognition, behaviour and interactivity. Cookies is a digital file placed on your computer, if you allow it, which helps analyse traffic data, personalise and improve your experience with our website, and remember information for your convenience. We cannot access your cookies file, nor monitor or track your engagement with the file.

Users are given the right to disallow the use of cookies, should they demand it, which complies with the legislation requirements recently put in place in regards to the obtaining of information explicitly with consent. If users are against the method of cookies, they should disallow the process completely via their web browser(s) and its settings regarding saving and caching methods.

This website also uses tracking software to monitor user's activity and gather analytic data. This helps us better understand how users interact with the website and how we can better their experience. This data is gathered via cookies.

These cookies will last 1 year and become obsolete. Cookies contain no personal data such as but not limited to names, payment information and contact details.