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## Privacy Statement

**Genesis is committed to protecting your privacy.** This policy is designed to ensure your personal details are protected when you deal with Genesis.

**In order to contact you and provide services to you, we need to collect some "personal information" about you.** For example, we will need your name, address and email address when you register for our newsletter and when you enter your name, address and/or email address in order to obtain more information about our products and services. Genesis only collects the personal information that we need to provide you with a service.

**We will only use your personal information lawfully and in accordance with the Data Protection Act 1998.** We will never collect sensitive information about you through this website without first asking you for permission.

**We will try to make sure the information we have about you is accurate and up to date.** You can check the information that we hold about you by contacting us by email or telephone (details are provided below). If there are any inaccuracies please let us know and we will make sure they are corrected.

**The personal information which we hold will be held securely.** We take all reasonable steps to keep the information secure and confidential from unauthorised access, misuse or loss. We will not transfer your information unless we have first obtained your express consent to do so.

**We will only use and disclose the personal information you provide to us for lawful purposes and those purposes for which it was collected.** These purposes include keeping you informed about our products and services, learning more about our customers and to improve our products and services, and for statistical and research purposes.

**We may also use and disclose your personal information:** if it is in the public interest to do so (e.g. where there is a serious threat to public safety); if necessary to comply with legal requirements; and for any other purposes for which you have expressly consented or would reasonably expect us to do so.

**We may also use your personal information to market Genesis's products and services to you as well as the products and services of our strategic partners.** However, every time we email you for marketing purposes we will give you the chance to refuse any such emails in the future.

We will not keep your personal information for any longer than is necessary for these purposes

## Monitoring

**We may use technology such as a "cookie" to monitor your use of this site.** Cookies are small text files that a website sends to your browser. They save information on your hard drive about how you have used the website. The data is not linked to the information you have given us. This gives us information about which areas of the site you use most or least often and how often you use the website. You might be able to modify your browser to prevent this happening and you may still be able to use our site.

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