

Privacy Policy

Introduction

DM Ltd, (owned by Adrian Williams, Ross-on-Wye), is committed to protecting and respecting your privacy. This Privacy Policy explains how information is collected, used, and protected when you visit this website.

This policy applies to the website operated by DM Ltd, (owned by Adrian Williams, Ross-on-Wye), and outlines how personal data is handled in accordance with applicable data protection laws including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

By using this website, you agree to the terms of this Privacy Policy.

Who We Are

DM Ltd, (owned by Adrian Williams, Ross-on-Wye) is the data controller responsible for this website.

If you have any questions regarding this Privacy Policy or your personal data, you can contact us at: info@dmplc.com or by post: DM Ltd, Green Heys, Walford Road, Ross-on-Wye, Herefordshire HR9 5DB.

Information We Collect

Website Usage Information

When someone visits this website, we use a third-party service, Google Analytics, to collect standard internet log information and details about visitor behaviour patterns.

This helps us understand:

- How many visitors come to the website
- Which pages are viewed
- How visitors move around the website

This information is processed in a way that does not identify individuals. We do not attempt to identify visitors, and we do not allow Google to attempt to identify visitors.

Personal Information

At present, this website does not actively collect personally identifiable information from visitors. If this changes in the future (for example through contact forms or account registration), this policy will be updated to explain:

- What information is collected
 - Why it is collected
 - How it will be used
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Legal Basis for Processing Data

Where data is processed through this website, the legal basis may include:

- **Legitimate interests** - to monitor and improve website performance and user experience
 - **Consent** - where cookies or tracking technologies are used
 - **Legal obligations** - where required by law
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Cookies

This website uses cookies to improve functionality and understand how visitors use the website. Cookies are small text files placed on your computer or device when you visit a website.

Cookies used on this site may collect information such as:

- Pages visited
- Time spent on pages
- Navigation paths through the site
- Search terms used

These cookies do not collect personal information such as names, addresses, or contact details. More information about cookies used on this website is outlined in the Cookies Policy below.

Third-Party Services

This website may use third-party services to help analyse website traffic and improve performance. These services may include:

- Google Analytics
- Google Ads

These providers may place cookies on your device to collect anonymised usage information. For more information on how Google handles data, please refer to Google's own privacy policies.

Links to Other Websites

This website may contain links to external websites operated by third parties.

This Privacy Policy only applies to this website. We encourage you to read the privacy policies of any external websites you visit.

We are not responsible for the privacy practices or content of external websites.

Data Retention

We only retain data for as long as necessary to fulfil the purposes for which it was collected. Analytics data is generally retained only for statistical analysis and website improvement.

If personal data is collected in the future, it will only be kept for as long as necessary to fulfil its intended purpose or to comply with legal obligations.

Data Security

We take appropriate technical and organisational measures to protect information collected through this website against:

- Unauthorised access
- Alteration
- Disclosure
- Destruction

However, no internet transmission is completely secure, and users should be aware of the inherent risks of transmitting information online.

Your Data Protection Rights

Under applicable data protection laws, you have the following rights:

- The right to access the personal data we hold about you
- The right to request correction of inaccurate or incomplete information
- The right to request erasure of your personal data
- The right to restrict or object to certain types of data processing
- The right to withdraw consent where processing is based on consent
- The right to lodge a complaint with a supervisory authority

In the UK, complaints can be made to the Information Commissioner's Office (ICO).

Access to Your Personal Data

You have the right to request a copy of any personal data we hold about you.

To make a request, please contact us using the contact details provided below.

Fraudulent Emails

DM Ltd, (owned by Adrian Williams, Ross-on-Wye) will never ask you to confirm passwords, account details, or payment information via email.

If you receive an email claiming to be from DM Response requesting this information, please ignore it and do not respond.

Updates to This Privacy Policy

This Privacy Policy may be updated periodically to reflect changes in legal requirements or how the website operates.

We recommend reviewing this page regularly to stay informed of any updates.

Contact

If you have any questions about this Privacy Policy or how your data is handled, please contact: info@dmplc.com or by post: DM Ltd, Green Heys, Walford Road, Ross-on-Wye, Herefordshire HR9 5DB.

Cookies Policy

What Are Cookies?

Cookies are small files stored on your device when you visit a website. They help websites function correctly and allow site owners to analyse how users interact with the site.

How We Use Cookies

Cookies may be used to:

- Ensure the website functions properly
 - Analyse visitor behaviour
 - Improve website performance and usability
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Third-Party Cookies

Some cookies may be placed by third-party services used on this website, such as analytics providers.

These cookies help gather anonymous usage data and do not identify individual users.

Managing Cookies

You can control or disable cookies through your browser settings.

Most browsers allow you to:

- View cookies stored on your device
- Delete cookies
- Block cookies from specific websites
- Block all cookies

Please note that disabling cookies may affect how the website functions.

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