

## **PRIVACY POLICY**

This Privacy Policy explains what Personal Data (defined below) We collect about Users, how We use and share such data, and Users' choices concerning our data practices. As used in this Privacy Policy, "Users" refers to visitors to Our Website, customers or prospective customers and employees or representatives thereof.

Please read this Privacy Policy before using our Website or submitting any Personal Data to Universal.

### **1. PERSONAL INFORMATION WE COLLECT:**

When Users contact Us or interact with our Website we may collect information that alone or in combination with other information could be used to identify Users ("**Personal Data**"). When Users visit, use and interact with the Website, we may receive certain information including without limitation Users' name, company name, email address, phone number or view certain metrics about Users' visit, use or interactions. In particular, log data, cookies, device information and User's Website usage information may create and automatically logged in our systems:

### **2. HOW WE MAY USE PERSONAL DATA:**

We may use information held about users as per applicable law including without limitation the following ways:

- a. To help us respond to Users' queries;
- b. To provide Users, or permit selected third parties to provide Users, with information about other services we offer that are similar to those that Users have already purchased or enquired about or that we feel may interest Users;
- c. To make suggestions and recommendations to Users and other users of our Site about services that may interest Users or them;
- d. To provide or permit third parties to provide targeted advertising via websites Users visit about goods or services that Users may find interesting;
- e. To measure or understand the effectiveness of advertising we serve to Users and others, and to deliver relevant advertising to Users;
- f. To administer our Site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- g. To improve our Site to ensure that content is presented in the most effective manner for Users and for Users' computers and as part of our efforts to keep our Site safe and secure;

### **3. DATA RETENTION:**

We keep Personal Data for as long as reasonably necessary for the purposes described in this Privacy Policy, abiding to the applicable laws and legislations or as per our business arrangements (e.g. for tax, legal, accounting or other purposes), whichever is the longer.

### **4. UPDATE USER INFORMATION:**

If Users need to change or correct Users' Personal Data, or wish to have it deleted from our systems, Users may contact us. We will address the Users request and act accordingly in consonance required by the applicable law.

## **5. CHANGES TO THE PRIVACY POLICY:**

The Website, and our business may change from time to time. As a result, we may change this Privacy Policy at any time. When we do we will post an updated version on this page, unless another type of notice is required by the applicable law. By continuing to use our Website or providing us with Personal Data after we have posted an updated Privacy Policy, or notified Users if applicable, Users consent to the revised Privacy Policy and practices described in it.