

**Hampshire Ices UK** respects the privacy of our users. Our privacy policy ensures that we collect, use, disclose and safeguard your information when you visit our website.

We use the information we collect in a variety of ways in providing our service and operating our business, including the following:

**OPERATIONS** – We use the information, other than Client Data to operate, maintain, enhance and provide all features of the service, to provide the features and services that you request, to respond to comments and questions and to provide support to users of the service. We process Client Data solely in accordance with the directions provided by the applicable client or user.

**IMPROVEMENTS** – We use the information – other than client data – to analyse the usage trends and preferences of our visitors and users, to improve the service and develop new products, services, feature and functionality.

**COMMUNICATIONS** – We may use a visitor's user's or email address or other information – other than Client Data – to contact that visitor or user, ie: for administrative purposes such as customer service.

**HAMPSHIRE ICES UK** is strongly committed to protecting the privacy of our user community and Client Data and is dedicated to ensure that your personal information will not be shared with third parties.