



Effective Date: [26/03/2024]

Thank you for visiting Aethr Associates' website located at www.aethr.co.uk (the "Website"). At Aethr Associates, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, and protect your information when you interact with our Website, particularly in relation to blog content and registration details.

By accessing or using our Website, you agree to the terms of this Privacy Policy. If you do not agree with these terms, please do not access or use our Website.

1. Information We Collect:

a. Personal Information:

- When you register on our Website or subscribe to our blog content, we may collect certain personal information such as your name, email address, and any other information you voluntarily provide.

b. Non-Personal Information:

- We may also collect non-personal information such as your IP address, browser type, operating system, and browsing preferences. This information helps us improve our Website and provide a better user experience.

2. Use of Information:

a. Personal Information:

- We may use your personal information to:
 - Provide you with the services you request, such as blog subscriptions or registration.
 - Communicate with you about our products, services, and promotions.
 - Respond to your inquiries and provide customer support.
 - Customize your experience on our Website.
 - Comply with legal obligations.

b. Non-Personal Information:

- We may use non-personal information to analyse trends, administer the Website, track user movements, and gather demographic information for aggregate use.

3. Information Sharing:

a. Third-Party Service Providers:

- We may share your information with trusted third-party service providers who assist us in operating our Website, conducting our business, or servicing you. These third parties are contractually obligated to keep your information confidential and only use it for the purposes for which we disclose it to them.

b. Legal Compliance:

- We may disclose your information when required by law or to protect our rights, property, or safety, or the rights, property, or safety of others.

4. Cookies:

a. Cookies and Similar Technologies:

- We may use cookies and similar technologies to collect information and enhance your experience on our Website. You can manage your cookie preferences through your browser settings.

5. Security:

a. Security Measures:

- We take reasonable measures to protect your information from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

6. Children's Privacy:

a. Children Under 13:

- Our Website is not intended for children under the age of 13, and we do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us, and we will delete such information from our systems.

7. Changes to this Privacy Policy:

a. Updates:

- We reserve the right to update or modify this Privacy Policy at any time. We will notify you of any changes by posting the new Privacy Policy on this page with a revised effective date. We encourage you to review this Privacy Policy periodically for any changes.

8. Contact Us:

If you have any questions about this Privacy Policy or our practices regarding your information, please contact us at [info@aethr.co.uk].



By using our Website, you acknowledge that you have read and understood this Privacy Policy and agree to be bound by its terms and conditions. Thank you for visiting Aethr Associates.

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