



Here at Holiform (“WE”), we take your privacy seriously and are committed to maintaining the trust and confidence of our visitors to our website and subscribers to our newsletter. Here you’ll find information on how we treat data that we collect from visitors to our website, when someone submits a contact form or when someone subscribes to our newsletter.

Your personal data – what is it?

Personal data relates to a living individual who can be identified from that data. Identification can be by the information alone or in conjunction with any other information in our possession or likely to come into such possession. The processing of personal data is governed by the General Data Protection Regulation 2016/679 (GDPR).

Visitors to our Website

When someone visits our website we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We collect information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type, referral source, length of visit, entry and exit points and the number of page views). We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make and do not allow Google to make, any attempt to find out the identities of those visiting our website. You can find more information on how cookies are used on this website in the Cookies Policy below. If we do want to collect personally identifiable information through our website, we will be upfront about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

When You Contact Us Via Our Forms

Our website has forms built using [Gravity Forms](#). When you use our contact forms the information submitted is emailed to us so that we can correspond with you. Your personal data will be stored in the website's database. Your data is encrypted with the [Gravity Forms Encrypted Fields plugin](#) before it is saved to the database. We store your data on our website database so that if an email doesn't get through we can check the website and access the request to ensure we don't miss any enquiries or leads.

Security

Our website has HTTPS encryption via a [Let's Encrypt](#) SSL certificate to ensure any data passed between your browser and the webserver (where this website is hosted) is encrypted. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Data Retention

This website and its database are automatically backed up every day using a third party service [ManageWP](#). Backups are stored for 90 days in the EU Region.

Change of Ownership

Information about users and visitors, including personal data, may be disclosed and otherwise transferred to an acquirer, successor or assignee as part of any merger, acquisition, debt financing, sale of assets, or similar transaction, as well as in the event of an insolvency, bankruptcy, or receivership in which information is transferred to one or more third parties as one of our business assets and only if the recipient of the User or visitor data commits to a privacy notice that has terms substantially consistent with this privacy notice. Client data may be physically or electronically transferred to an acquirer, or successor or assignee as part of any merger, acquisition, debt financing, sale of assets, or similar transaction, as well as in the event of an insolvency, bankruptcy, or receivership in which information is transferred to one or more third parties as one of our business assets, for the sole purpose of continuing the operation of the Service, and only if the recipient of the client data commits to a privacy notice that has terms substantially consistent with this privacy notice.

Links to Other Web Sites

This privacy notice does not cover the links within this site linking to other websites. Those sites are not governed by this privacy notice, and if you have questions about how a site uses your information, you'll need to check that site's privacy statement.

Cookies

Cookies are small text files that store information on your hard drive or browser which means that we can recognise that you have visited our website. They make it easier for you to maintain your preferences on our website. A cookie often includes a randomly generated number which is stored on your device. Many cookies are automatically deleted after you finish using the website.

Use of Cookies

This website does not store any information that would, on its own, allow us to identify individual users of this service without their permission. Any cookies that may be used on this website are used either solely on a per session basis or to maintain user preferences. Cookies are not shared with any third parties. Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third-party cookies. For example, in Chrome, you can block or allow all cookies by default. On your computer, open Chrome. At the top right, click 'More Settings', then under 'Privacy and security', click Cookies and other site data and select an option. Blocking all cookies will, however, have a negative impact upon the usability of many websites, including this one. Types of cookies that may be used during your visit to the website are listed below:

Cookie Name	Expiration	What It Does
_ga	2 years	Used to distinguish unique users by assigning a randomly generated number as a client identifier.
privacy_embeds	30 Days	Used to manage third party content

Changes to this Privacy Notice

We keep our privacy notice under regular review. This privacy notice was last updated on 02/09/25.

How to contact us about your personal data or this privacy notice

If you have any questions about this privacy notice or about your personal data, please email us at info@holiferm.com.