

Privacy Notice

Dated: February 2020

1. Who is responsible for managing my information?

This Website is owned and maintained by:-

Alufold Direct Limited

Unit 13

Philips Road,

Whitebirk Industrial Estate,

Blackburn, England, BB1 5AQ

("we" or "us")

This is our Privacy Notice and it explains how we collect, use, manage, share and protect your **personal data**.

We are responsible for the collection and proper management of any personal information you give to us. We will keep your personal details secure and use the information you provide consistently with applicable privacy and data protection laws and the terms of this Privacy Notice.

2. What information do we collect?

If you choose to buy goods or services from us, sell goods or services to us or make a query about buying or selling goods or services we will collect details that you provide to us in relation to that sale or query.

The personal information we hold is likely to include your name, the name of your company and other details relating to your company, your contact details (including email and telephone number), information about your purchase, order, sale or query and any additional information we may need to help meet your specific requirements.

We also collect website usage information and do this using "cookies". For further information about cookies and how we use them please see our Cookie Policy.

3. How do we use your information?

The information you provide may be used in a number of ways, for example:

- to enable us to provide the goods/services you have ordered ;
- to manage your order;
- to respond to any questions you may have;

- to enable us to provide related support services;
- for statistical purposes when we evaluate our range of services;
- to personalise repeat visits to our websites;
- to tell you about other products and services we think may be of interest to you (see below);
- to manage customer service issues; and
- to help us to provide details or information you may have requested.

4. On what legal basis will we process your information?

We will always process your personal information on lawful grounds and in particular on the grounds set out below:-

Performance of a Contract

If you are purchasing goods or services from us or selling them to us (whether on your own behalf or on behalf of a company or other organisation) we will use the details that you give to provide or procure those goods or services. This information is likely to include your name, contact details (including email address and telephone number), payment details, information about your company or organisation, information about your order and any additional details we may need to help meet your specific requirements and to provide or procure the goods or services.

If you do not provide us with the information set out in this paragraph, then we may not be able to provide the goods or services you have ordered.

Legitimate Interest

We want to give you the best possible customer experience whilst respecting your privacy.

We may use your name and contact details to tell you about our own products and services which we think may be of interest to you. **You can ask us to stop doing so at any time.**

We may share your contact information with third party market research companies who may contact you on our behalf to conduct market research about our products and services.

We may share your email address with our technology providers including Google, Facebook and others (acting as data processors) for them to use on our behalf in connection with the creation of marketing and promotion for us.

Data privacy law allows this as part of our legitimate interest in understanding our customers, marketing our services to them and helping us to provide them with the highest levels of service.

We may also make use of your personal data to the extent required to establish, exercise or defend our legal rights and to take legal advice.

Consent

We may ask for your consent to share your name and contact details with selected third party companies so that they can tell you about their products and services.

If you specifically agree, we may also pass on your personal information, in certain cases, for the purposes of conducting a credit check.

You can withdraw your consent at any time.

Legal Obligation

We may also use and disclose your personal data for compliance purposes, as required by any legal, regulatory, law enforcement or taxation authority and to the extent that we are required to do so by law or regulation.

5. Who will you share my information with?

In order to provide you with the products and services that we offer and/or which you have ordered we may share your information with:

- other members of our group of companies and their service providers (see also section 6 below);
- credit/debit card companies; and
- other third parties who we may need to work with to deliver services or goods or fulfil orders on your behalf, for example courier and transport companies and other suppliers.

We may also use and disclose your personal data without your permission:-

- (a) in connection with any legal proceedings or prospective legal proceedings,
- (b) to legal, justicial, regulatory, law enforcement and taxation authorities,
- (c) to prevent crime;
- (d) to take legal advice;
- (e) to establish, exercise or defend our legal rights; and
- (f) otherwise as permitted by law.

6. How do you manage my information?

We may from time to time appoint third party service providers, to help us manage efficient systems within the business.

We will only transfer your information to service providers who help manage our systems, or overseas, where we are satisfied that this is lawful and that adequate levels of protection are in place to protect the integrity and security of any information being processed and in compliance with applicable privacy laws.

If we transfer your personal data to service providers outside the European Economic Area then we will always use a lawful method to do so.

7. Updating Your Details?

If you would like to change any of your preferences relating to the way in which we may use your information for direct marketing, then please update your user preferences or contact us at **Alufold Direct Limited, Unit 13 Philips Road, Whitebirk Industrial Estate, Blackburn, England, BB1 5AQ**

Alternatively you can call on **01706 260700**

8. How long will we hold your information for?

We have a system of retention periods in place to ensure that your information is only stored whilst it is required for the relevant purposes set out here and/or to meet legal and regulatory requirements. Where your information is no longer required, we will ensure it is disposed of or deleted in a secure manner.

9. Your rights

You have the right to ask us at any time:-

- to confirm whether we hold any of your personal data;
- to send you a copy of any personal data that we hold about you;
- to correct any inaccuracies in your personal data and to add relevant details where the personal data we hold is incomplete;
- to delete (to the extent possible) any of your personal data, where we are required by law to do so;
- to stop processing your personal data, where we are required by law to do so;
- to let you have a portable copy of the personal data we hold about you, where we are required by law to do so;
- to stop processing any of your personal data that we process on the basis of our legitimate interests; and
- to stop sending you marketing material. However please note that we may continue to send you service related (i.e. non-marketing) communications, such as email updates

We do not use your personal data for the purpose of profiling or reach decisions about you by automatic means.

Where we process your personal data on the basis that you have given us your consent to do so then you may contact us at any time to withdraw your consent

If you wish to exercise any of these rights, or wish to object to our use of your personal information, please write to us at the address given below.

Data Privacy Manager

Alufold Direct Limited

Unit 13

Philips Road,

Whitebirk Industrial Estate,

Blackburn, England, BB1 5AQ

10. Does the notice apply to linked websites?

Our websites may contain links to other websites. This privacy notice only applies to this website so when you link to other websites you should read their own privacy policies.

11. When do we monitor telephone calls?

We do not currently record telephone calls.

12. How do we update this privacy notice?

We keep our privacy notice under regular review and we will place any updates on our website.

13. Who can I contact if I have queries about this privacy notice?

You can also contact us directly if you have any questions about our privacy notice or information we hold about you.

Please write to us at the address given below.

Data Privacy Manager

Alufold Direct Limited

Unit 13

Philips Road,

Whitebirk Industrial Estate,

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Or call on: **01706 260700**

If you are dissatisfied with our handling of any complaint you also have the right to raise concerns with The UK Information Commissioner: <https://ico.org.uk>