

# Privacy Policy

## Introduction:

**Agate Products Ltd (APL)** is committed to protecting and safeguarding your privacy and personal data. This policy explains the types of personal data we collect or that you provide us in addition to areas of the website that may affect your privacy including the use of cookies. We detail how we'll store and handle that data and keep it safe.

Our site may contain links to other websites. Please note that we have no control over how your data is collected, stored or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purposes of the **General Protection Data Act (GDPR)**, the data controller is **Agate Products Ltd**, registered under **Registration No. 426000** and our principle place of business is **114 Roebuck Road, Chessington, Surrey, KT9 1EU**. Our nominated data protection officer is **Mark Shaya**.

This website is owned and operated by **Agate Products Ltd**.

It's likely that we'll need to update this Privacy Notice from time to time. We'll notify you of any significant changes, but you're welcome to come back and check it whenever you wish.

## What personal data do we collect:

We may collect and process the following information about you:

- Your name, job title, company name, business address, email and telephone number.
- Information that you provide by filling in forms on our site. This includes information provided at the time of registration to subscribe to our newsletter.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of your engagement with our direct marketing such as clicked on links.
- Details of your visits to our website including, but not limited to, traffic data, location data, IP addresses, web browser type, list of referring sites and your activity on our site. Learn more about how we use these technologies below.
- Information gathered by the use of cookies in your web browser. Learn more about how we use cookies below.

## Why we collect your data & how it will be used:

Personal data is collected in the belief that you may be interested in **APL's** services with potential to become customers. Processing is necessary and critical to raise awareness of our services and for the growth of the business.

## The legal basis we rely on:

The **GDPR** law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

## **Legitimate Interest**

We require your personal data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not impact your rights, freedom or interests. For example, we shall use your email address to send you direct marketing information giving you information and telling you about our services and products which we think might interest you. This may include a newsletter and occasional emails regarding new developments about our business and exhibitions where we may be attending or exhibiting our products. We may also use your telephone number to make live calls to you, asking if you are interested in finding out more about our services and products.

## **Consent**

In specific situations, we can collect and process your data with your consent. For example, when you tick a box on our website to receive email newsletters.

## **Contract**

If you become a customer, we need your personal data to comply with our contractual obligations. For example, we shall require your personal details to supply you with products.

### **How we collect your data:**

Personal data is collected both directly from you and indirectly from a third party marketing data supplier.

You may have given us information about you by filling in forms on our website or by corresponding with us by email or phone. This includes information you provide when subscribing to a newsletter.

Details of your visits to our website including but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

### **How we protect your personal data:**

We know how much data security matters to all our customers and business contacts. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it.

We use industry standard technical and organisational security measures to protect your personal data provided by you against accidental or unlawful destruction, loss, alteration, and unauthorised disclosure or access.

All personal data is stored on our secure servers. Access to your personal data is password protected with access limited to those authorised.

However, unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **How long we will keep your personal data:**

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

Since **APL's** services are relevant for the lifetime of a business, **APL** will not process data from companies who have ceased trading or who have unsubscribed from our services.

At the end of that retention period, your email address will be deleted to ensure you are not contacted again. Your remaining details will be retained for aggregation with other data so that your personal data is not acquired in the future.

### **Who do we share your personal data with?**

We may disclose your personal information to any member of **APL**, which means our employees.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If **APL** or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply and other agreements; or to protect the rights, property, or safety of **APL** or others. This includes exchanging information with other companies and organisations for the purpose of fraud protection and credit risk reduction.

### **What are your rights over your personal data?**

As a data subject, you have the following rights under **GDPR**, which this Policy and our use of personal data have been designed to uphold:

- The right to be informed about our collection and use of personal data.
- The right of access to the personal data we hold about you.
- The right to rectification if any personal data we hold about you is inaccurate or incomplete.
- The right to be forgotten – i.e. the right to ask us to delete any personal data we hold about you (We only hold your personal data for a required time, as explained above but if you would like us to delete it sooner, please contact us).
- The right to restrict (i.e. prevent) the processing of your personal data.
- The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation).
- The right to object to us using your personal data for particular purposes.
- Rights with respect to automated decision making and profiling.

If you have any cause for complaint about our use of your personal data, please contact us using the details provided below. We will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the **Information Commissioner's Office (ICO)**.

### **IP Addresses & Cookies**

We may collect information about your computer including, where available, your IP address, operating system and browser type. This is statistical data about our user's browsing actions and patterns and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information

that is transferred to your computer's hard drive. They help us to improve our website and to deliver a better and more personalised service. They may enable us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, and so allow us to customise our website according to your individual interests.
- Recognise you when you return to our website.

Some web browsers provide setting that allow you to control or reject cookies or alert you when a cookie is placed on your computer or device. Although you are not required to accept cookies, if you block or reject them, you may not have access to all features available on our website.

**APL** uses Google Analytics to analyse the use of its website. Google Analytics gather information about website use by means of cookies. The information gathered relating to the website is used to create reports about its use. Google's privacy policy is available at: <https://www.google.com/policies/privacy>

### **How can you stop the use of your personal data for direct marketing?**

There are several ways to stop direct marketing communication from us:

- Click the 'unsubscribe' link in any email communication that we send you. We will stop any further emails.
- Email to [sales@agateproducts.co.uk](mailto:sales@agateproducts.co.uk)

Please note that you may continue to receive communications for a short period after unsubscribing while our system is fully updated.

### **Contacting us:**

We hope this privacy notice has been helpful in setting out the way in which we handle your personal data and your rights to control it.

**If you have any questions, please contact our Data Protection Officer who will be pleased to help you:**

- Email: [sales@agateproducts.co.uk](mailto:sales@agateproducts.co.uk)
- Or write to us at: **Data Protection Officer, Agate Products Ltd, 114 Roebuck Road, Chessington, Surrey, KT9 1EU**