

# DATA PROTECTION & PRIVACY POLICY

It's important to us that you trust how we handle your personal information. Please read our policy to discover what data we collect and why, how we use the information we collect and the choices you have. We've tried to keep it clear and concise, however if you do have any questions, please get in touch.

Having your personal information allows us to do many things. We can accept your orders and contracts, process your payment, deliver your purchases, visit your sites for installation and meetings. It allows us to keep in touch with you so we can inform you of any developments we think would interest you, such as product updates and services. Through data collection, we can better understand your needs and preferences, so we can improve and serve you more effectively including any helpdesk requirements.

## Our Data Protection Policy

1. We will not collect or store any of your, or your customers, personal information unless it is permitted or required by applicable law.
2. Any personal information we hold or process will be kept up-to-date, and destroyed as soon as the reason for its collection or processing has lapsed.
3. We will never sell on your data to other companies.

## The Information We Collect

We collect information to provide, maintain, and improve our products and services. The data we collect can help us in simple ways, such as having a contact phone number to communicate an issue with your order, as well as more complex ways, such as helping us identify any difficulties when using our website, or helping us determine which new products our customers would like to buy from us. Below we have listed full details on the information we collect, why we collect it, and the ways we use it.

When you place an order with us, we collect personal information which allows us to process your purchase and carry out your contracts. We collect your name and address to identify you as a customer and deliver the item to you. We collect your email and telephone number to discuss your requirements, send out quotations, send you notifications on the status of your order, including any issues or delays with delivery, and we collect payment information to allow us to process your payments. We also retain your artwork and systems details to allow you to easily and quickly reorder items or obtain support.

If you supply your email address and other details to us as part of a request for us to contact you or place an order with us, we may pass your details to a third-party organisation in order to carry out contractual requirements.

We will at times monitor and record communications between you and our various departments (including telephone conversations and emails) for quality assurance and compliance purposes.

We also store personally identifiable information to ensure that we can respond to your requests and carry out contractual requirements on a one time and repeat basis.

We collect data on purchases made with us for marketing purposes, such as market analysis, customer segmenting, and conducting research on statistical and testing information. We use this data to provide custom content that you are likely to find more interesting such as product updates, product information and related products and services. This may contain promotions and special offers.

## Your Choices

You have the right to:

- Access your information
- Unsubscribe from our mailing list
- Request a copy of your personal information that we hold
- Correct or update your information
- Delete your personal information, or restrict how we use your information, unless we are legally obliged not to or cannot erase due to contractual obligations
- Alter your personal information so you are not identifiable
- Lodge a complaint with your local data protection authority

For more information on these rights, or to exercise any of them, please contact our Data Protection Officer on [dataprotection@AAG-UK.com](mailto:dataprotection@AAG-UK.com).

Please note, after opting out you may still receive messaging from us that is not based on the data we hold. For example, if you follow our social media accounts, you will continue to receive post updates from us in your newsfeed. You may also continue to receive advertising from us on search engines through pay-per-click and display advertising, as these are not based on data we hold.

## Third-Parties

We will never sell your details to any third-party organisations.

We will only pass personal data to a third-party organisation in the following situations:

- To offer you the opportunity to purchase from us.
- To fulfil the delivery of products to you, for example courier companies.
- To process credit or debit card payments, for example Worldpay.

## Cookies

### What are cookies?

Cookies are text files that contain small pieces of information. They are stored on your computer, tablet or smartphone, and sent to your browser from our web server. Cookies are used by most websites to gather essential information to provide the user with the best experience.

Cookies ensure websites function as you expect them to: they identify which platform you're using and display an optimised version of the website for that platform, they save your log in details, and they remember your language preferences.

### Types of cookies

Our website uses three types of cookies:

- Essential to site function cookies

These cookies allow you to browse the site, search for products and add items to the basket. They are essential to ensure our website runs as you would expect.

- Performance cookies

These cookies are used to collect anonymous information about how you use our website. They inform us of any error messages from web pages and allow us to improve our website.

### How we use cookies

We use cookies in the following ways:

- To gather information which allows us to identify your platform and record sales so we may improve customer experience and identify issues on the site.
- To ensure you are provided with correct and useful information during your visit to our site.
- To allow you to add items to the basket and proceed through our checkout.
- To collect data which allows us to improve our services based on purchases and site usage.

### More about cookies

More information on cookies and their uses can be found at [www.allaboutcookies.org](http://www.allaboutcookies.org)

### Security

The security of your transactions is extremely important to us. To prevent any details being seen by unauthorised persons, your transactions are protected throughout the payment process. The payment page of our shop is hosted by Worldpay. Worldpay is the UK's leading payments provider and they process all card payments securely in line with PCI DSS compliance.

Our website and emails will at times contain links to and from other websites in our networks, such as partners and affiliates. If you follow a link to any of these websites, please note they carry their own privacy policies, and we do not accept any responsibility or liability for these policies. We would recommend reading these policies before submitting any personal data to these websites.

### Consent

Our Privacy Policy applies to all Alfred Ashley Group Limited's websites.

## Contact

If you have any queries about this Privacy Policy, or if the personal data we hold about you is not up to date, please contact our Data Protection Officer on [dataprotection@AAG-UK.com](mailto:dataprotection@AAG-UK.com).

If you would like to make a complaint regarding our use of your personally identifiable information, we would appreciate if you could contact our Data Protection Officer on [dataprotection@AAG-UK.com](mailto:dataprotection@AAG-UK.com). Our DPO will endeavour to resolve any issues quickly and to your satisfaction. You also have the option to issue a complaint to the Information Commission Office.

This Privacy Policy is provided by Alfred Ashley Group Limited, Registered Office: Batchworth House, Batchworth Place, Church St, Rickmansworth, Herts., WD3 1JE Registered No: 3241962.

## Changes to the Privacy Policy

Any changes we may make to our Privacy Policy will be posted on this page and, where appropriate, notified to you by e-mail or conspicuous notice on our website. We encourage you to periodically review this Privacy Statement to stay informed about our collection, processing and sharing of your Personal Data.

Last modified: May 2018