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Website Privacy Policy

Policy Number: EGWPP20182405

Policy Date: 24th May 2018

Guidance: This policy should be read and carried out by all staff

INTRODUCTION

We, Esk Glazing Limited are incorporated in Scotland carrying on as a business as suppliers of glazing and uPVC products. The Company Number is 246419 and having its registered office at Margaret House, Sir William Smith Road, Arbroath, Angus, DD11 3RD.

We want to give you the best possible experience to ensure that you enjoy our service today, tomorrow, and in the future. In order to provide our services to you and to promote our business, we will need to collect and process certain personal information about you.

That said, your privacy and the security of your personal data is, and will always be, enormously important to us. So, we want to transparently explain how and why we gather, store, share and use your personal data - as well as outline the controls and choices you have around when and how you choose to share your personal data.

That is our objective, and this Privacy Policy will explain exactly what we mean in further detail below.



ABOUT THIS POLICY

This Policy sets out the essential details relating to your personal data relationship with Esk Glazing Ltd. The Policy applies to all Esk Products and Services.

Our Privacy Policy is designed to provide transparency into our privacy practices and principles. We've done our best to write this policy in simple, clear terms, but if you're not familiar with terms like personal information, cookies, IP address, pixel tags and browsers please contact our Data Protection Officer. (Craig Irons) using the contact form provided on each page of our website for further information.

For the purposes of the applicable Data Protection Laws, Esk Glazing Ltd is the data controller of your personal data collected in connection with your use of our Website.

From time to time, we may develop new or offer additional services. If the introduction of these new or additional services results in any change to the way we collect or process your personal data we will provide you with more information and additional terms or policies. Unless stated otherwise when we introduce these new or additional services, they will be subject to this Policy.

The aim of this Policy is to:

1. Ensure that you understand what personal data we collect about you, the reasons why we collect and use it, and who we share it with;
2. Explain the way we use the personal data that you share with us in order to give you a great experience with Esk Glazing Ltd.
3. Explain your rights and choices in relation to the personal data we collect and process about you and how we will protect your privacy.

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We hope this helps you to understand our privacy commitments to you.

If we change our privacy policy we will post the changes on this page, and may place notices on other pages of the Website, so that you may be aware of the information we collect and how we use it at all times. Continued use of the Website will constitute your agreement to any such changes.

YOUR RIGHTS AND YOUR PREFERENCES: GIVING YOU CHOICE AND CONTROL

You may be aware that a new European Union law, called the General Data Protection Regulation or "GDPR" gives certain rights to individuals in relation to their personal data. Accordingly, we have implemented additional transparency and access controls to help users take advantage of those rights. As available and except as limited under applicable law, the rights afforded to individuals are:

- Right of Access - the right to be informed of and request access to the personal data we process about you;
- Right to Rectification - the right to request that we amend or update your personal data where it is inaccurate or incomplete;
- Right to Erasure - the right to request that we delete your personal data;
- Right to Restrict - the right to request that we temporarily or permanently stop processing all or some of your personal data;
- Right to Object -
 - the right, at any time, to object to us processing your personal data on grounds relating to your particular situation;
 - the right to object to your personal data being processed for direct marketing purposes;
- Right to Data Portability - the right to request a copy of your personal data in electronic format and the right to transmit that personal data for use in another party's service; and
- Right not to be subject to Automated Decision-making - the right to not be subject to a decision based solely on automated decision making, including profiling, where the decision would have a legal effect on you or produce a similarly significant effect.

In order to enable you to exercise these rights with ease and to record your preferences in relation to how Esk Glazing Limited uses your personal data, we provide you with access to the following:



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- *Notification Settings* - allows you to choose which communications you receive from Esk Glazing Ltd, manage your publicly available personal data, and set your sharing preferences.

Contacting Esk Glazing Limited's Data Controller Officer puts you in control of how Esk Glazing Limited processes your personal data. If we send you electronic marketing messages based on your consent or as otherwise permitted by applicable law, you may, at any time, respectively withdraw such consent or declare your objection ("opt-out") at no cost. The electronic marketing messages you receive from Esk Glazing Limited (e.g. those sent via email) also will include an opt-out mechanism within the message itself (e.g. an unsubscribe link in the emails we send to you).

You can find out more about the GDPR rights described above and the controls we provide to all Esk Glazing Limited users with respect to these. If you have any questions about your privacy, your rights, or how to exercise them, please contact our Data Protection Officer using the 'Contact Us' form on our website.. We will respond to your request within a reasonable period of time upon verification of your identity. If you are unhappy with the way we are using your personal data you can also contact and are free to lodge a complaint with the Information Commissioner Office or your local Data Protection Authority.



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INFORMATION USE & COLLECTION

We may collect any or all of the information that you provide through the website dependent on the type of transaction you enter into; including your name, address, contact number, e-mail address and fax number, together with data about your use of the website. Other information that may be needed from time to time to process a request may also be collected as indicated on the website.

We collect your personal data in the following ways:

1. When you sign up for an Esk Glazing Limited Service - when you sign up to the Esk Glazing Service, we collect certain personal data so you can use our Service such as your email address, name, address and location.
2. Through your use of the Esk Glazing Service - when you use the Esk Glazing Service, we collect personal data about your use of the Service, such as what products you are interested in and or have purchased.
3. Personal data collected that enables us to provide you with additional features/functionality - from time to time, you also may provide us with additional personal data or give us your permission to collect additional personal data e.g. to provide you with more products, features or functionality. We will not collect photos, precise mobile device location, voice data, or contacts from your device without your prior consent. You always will have the option to change your mind and withdraw your consent at any time.
4. From third parties - we will receive personal data about you and your activity from third parties, including advertisers and partners we work with in order to provide you with the our Services. We will use this personal data either where you have provided your consent to the third party or to Esk Glazing Limited to that data sharing taking place or where Esk Glazing Ltd has a legitimate interest to use the personal data in order to provide you with the Service.



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We use anonymised and aggregated information for purposes that include testing our IT systems, research, data analysis, creating marketing and promotion models, improving the Esk Glazing Service, and developing new features and functionality within Esk Glazing Limited.

We use the information collected primarily to process the task for which you visited the website. Data collected in the UK is held in accordance to the EU General Data Protection Regulations. All reasonable precautions are taken to prevent unauthorised access to this information. This safeguard may require you to provide additional forms of identity should you wish to obtain information about your account details.

You will never be asked for card details *as No credit card payments will be taken* through our website.

We will only use your personal information when the law allows us to, i.e. when it is necessary to:

- perform our contractual obligations towards you terms and conditions and our contract with you.
- comply with our legal and regulatory obligations;
- pursue our legitimate interests (e.g. conducting our business in an efficient, compliant and profitable manner and the overall promotion of the business), and where your interests and fundamental rights do not override these interests.
- It may also become necessary to process your personal data for a legitimate interest of a third party, we will also rely on our legitimate interests for the proper administration of our Website, and to manage our operations (for example, maintaining appropriate records and databases).

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We will use the information we collect about your use of our Website:

1. to administer our Website for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
2. to improve our Website to ensure that content is presented in the most effective manner for you and for your computer and/or your mobile device;
3. to help us improve and personalise our services;
4. to allow you to participate in interactive features of our Website when you choose to do so;
5. as part of our efforts to keep our Website safe and secure;
6. to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and
7. to make suggestions and recommendations to you and other users of our Website about goods or services that may interest you or them.

If you have provided us with your individual contact details (for example, your personal email address), we will rely on your consent to send you electronic communications such as emails with information about our services.

If we hold your business contact details (for example, your work email address), we will rely on legitimate interests of the business to send you electronic communications, but we will always provide you with an option to opt out from future communications of this kind.

Some of the above grounds and purposes for processing will overlap and there may be several grounds which justify our use of your personal information.



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DISCLOSURE OF YOUR INFORMATION

We do not sell or share your personal data with third parties for them to use for marketing purposes.

We may allow our staff, consultants, sub-contractors and/or external service providers acting on our behalf, and our provider of payment services, to access and use your personal data for the activities we have described above. We only permit them to use it to deliver the relevant service, and if they apply an appropriate level of security protection. Should you choose not to allow Esk Glazing to retain your information all copies will be destroyed in a safe and secure manner immediately.

We will share your personal information with the following third parties:

- other divisions within our Company;
- our agents and service providers;
- our regulators, including the Financial Conduct Authority;
- law enforcement agencies in connection with any investigation to help prevent unlawful activity; and
- in the context of the possible sale or restructuring of our business.

We require third parties to respect the security of your data and to treat it in accordance with the law. All our third-party service providers and other entities in the group are required to take appropriate security measures to protect your personal information. We do not allow our third-party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

We also reserve the right to disclose the information collected about you to our professional advisors and/or if we, in good faith, believe it necessary to protect the personal safety of users or the public.

We may share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person.

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We may partner with another party to provide specific services. When you sign up for these services, we will share names or other contact information that is necessary for the third party to provide these services.

These parties are not allowed to use any personally identifiable information except for the purpose of providing these services. We may also use such aggregated information and statistics for monitoring the Website usage in order to help us develop the Website and our services and may provide such aggregate anonymous information to third parties.

We may need to transfer your personal data outside the European Economic Area (EEA), for example, if one of our suppliers or group companies is located outside the EEA. We will ensure that any transfer of your data will be subject to appropriate safeguards, such as a European Commission approved contract (if appropriate) that will ensure you have appropriate remedies in the unlikely event of a security breach.



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WE ARE COMMITTED TO PROTECTING YOUR PRIVACY

We collect the minimum amount of information about you that is commensurate with providing you with a satisfactory service. This Policy indicates the type of processes that may result in data being collected about you and stored within our data systems.

We are committed to protecting our users' personal data. We implement appropriate technical and organisational measures to help protect the security of your personal data; however, please note that no system is ever completely secure. We have put in place these appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees who have a business need to know.

We have implemented various procedures including pseudonymisation, encryption, access, and retention parameters to guard against unauthorised access and unnecessary retention of personal data in our systems.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.



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RETENTION PERIODS

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances, we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

Once you are no longer our customer, we will retain and securely destroy your personal information in accordance with applicable laws and regulations.

Data from our website is stored on with a third party web-host (Fast Host) and on the Esk Glazing Server, this information will only be stored for a maximum of twelve months.



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COOKIES

Your Internet browser has the in-built facility for storing small files known as “cookies” – that holds information which allows our website to recognise your account. Our website takes advantage of this facility to enhance your experience. You have the ability to prevent your computer from accepting cookies, but if you do, certain functionality on the website may be impaired. (Please see our cookies policy for further information)

We use cookies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you use the Website and also allows us to improve our Website. For detailed information on the cookies we use and the purposes for which we use them, see our cookie policy