

## **PRIVACY NOTICE**

We wanted to let you know we've updated our Privacy Policy and Terms & Conditions. This is to reflect the new law – the EU General Data Protection Regulations ('GDPR') – which came into force in May this year. It covers how organisations can use your information and your rights relating to the information.

## **PRIVACY POLICY**

Your privacy is important to Tradestock and we want you to be confident that the information you give us when dealing with us is safe and secure. We developed this Privacy Policy to provide you with information on how we process your personal data when you create an account with Tradestock; interact with our customer support team; visit Tradestock or our other websites, that include a link to this Privacy Policy.

"Personal data" is information relating to an identified or identifiable natural person.

### **How we use your personal data**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data (a) where we need to perform the contract we are about to enter into or have entered into with you; (b) where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests; (c) where we need to comply with a legal or regulatory obligation.

### **Personal information we collect**

We may collect, use, store and transfer different kinds of personal data about you as follows:

- **Identity** data including full name, title, customer account number
- **Contact** data including email address, telephone numbers and billing and or collection/delivery addresses
- **Financial** data including bank account details
- **Transaction** data including details about payments to and from you and other details of products you have purchased from us

### **Standard (not Online) Customer Accounts**

When you create a customer account or begin to trade with Tradestock we ask you to provide your details, which may include personal details such as contact names and telephone numbers, as well as billing/delivery addresses, email addresses and bank account details. We collect this information so that we can create an account, process your order and fulfil your purchase. We may also use it to obtain a credit rating. The legal ground for processing this information for these purposes is performance of a contract.

When you trade with us, we retain your transaction history in line with UK legislation. This is to enable us to help identify and resolve errors, answer your queries, as well as to analyse our product sales and monitor trends to better forecast our future stock requirements. We may also use it to manage our relationship with you, which may include notifying you about changes to our terms and conditions or privacy policy, notifying you about price changes, and providing you with customer and product support.

We may also process your email address to send you marketing information about our products. The legal ground for processing your email address for this purpose is your consent. You may withdraw your consent at any time by notifying us by sending an email to [admin@tradestockltd.co.uk](mailto:admin@tradestockltd.co.uk) quoting 'Unsubscribe' in the Subject field or by clicking here [Unsubscribe](#).

### **Online Customer Accounts**

When you create an online customer account via our website we ask you to provide an email address and name. Tradestock process this email address because you use an email address and password to sign into your account. The legal ground for processing your email address for this purpose is based on Tradestock's legitimate interest in protecting the security of your account. We may also process your email address to send you information about Tradestock products. The legal ground for processing your email address for this purpose is your consent. You may withdraw your consent at any time by changing your preferences in your Tradestock online account; by clicking here [Unsubscribe](#) or by sending an email to [admin@tradestockltd.co.uk](mailto:admin@tradestockltd.co.uk) quoting 'Unsubscribe' in the Subject field. Where you opt out of receiving marketing messages, this will not apply to personal data provided to us because of product purchases or other transactions.

In addition to identity, contact, financial and transaction data mentioned above, we may also collect, use, store and transfer the following in relation to online customer accounts:

**Technical** data including internet protocol (IP) addresses, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website

**Usage** data including information about how you use our website, products and services

If you place an order for product via one of our websites, we will collect your contact details. We collect this information so that we can process your order and fulfil your purchase. The legal ground for processing this information for these purposes is performance of a contract.

We may also collect your personal data to administer and protect our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).

We may share your data with third parties operating outside the EEA who provide services on our behalf, for example to communicate with you or to monitor our marketing campaigns using cloud-based service providers such as Google.

The personal information that we collect when you use our Site is confidential. We may disclose personal data about you to others (a) if we have your valid consent to do so; (b) to comply with a legal obligation; (c) to enforce any of our terms and conditions or policies; or (d) to pursue available legal remedies or defend legal claims. We may also transfer your personal data to an affiliate, a subsidiary or a third party in the event of any reorganisation, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of Tradestock's business, assets or stock, including, without limitation, in connection with any bankruptcy or similar proceeding, provided that any such entity that we transfer personal data to will not be permitted to process your personal data other than described in this Privacy Policy without providing you with notice and, if required by applicable laws, obtaining your consent.

We do not knowingly collect or store any personal information about children under the age of 16. If you are under 16 please get your parent or guardian's permission before you provide any personal information to us.

### **Transfer of Personal Data**

We may have to share your personal data with external third parties, such as service providers acting as processors based in Europe who provide IT and system administration services; service providers who transport and collect/deliver goods/products to you on our behalf; professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the UK who provide consultancy, banking, legal, insurance and accounting services; HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers based in the UK who require reporting of processing activities in certain circumstances; payment providers based in Europe who provide payment facilities and associated administration services. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

From time to time and for operational reasons the personal data we collect may be transferred to and stored in countries outside of the EEA. Your information may also be processed by some of our service providers which operate outside of the EEA, for example when sending samples/goods outside of the European Economic Area ('EEA'). Data protection and security laws outside of the UK may not offer the same level of protection as you enjoy under UK data protection legislation. However, when we appoint our service providers we take care to ensure that they have appropriate security measures in place.

We store and process your personal information in accordance with the high standards required under data protection legislation.

### **Cookies**

Certain parts of the website use 'cookies' to keep track of your visit and to help you navigate between sections. A cookie is a small data file that may be stored on your computer's hard

drive when you visit a website. Cookies can contain information such as your user ID and the pages you have visited.

We use cookies on the website to give us an idea of which parts of the website you are visiting and to recognise you when you return to the website. Our cookies do not read data from your computer's hard drive or read cookies created by other websites that you have visited. This means that although your visit will be tracked, to all intents and purposes, you remain anonymous.

You can activate the setting on your browser which allows you to refuse the setting of cookies. However, unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you access the website.

To learn more about cookies and how to manage them, please visit [www.aboutcookies.org](http://www.aboutcookies.org)

### **How long do we keep your personal information?**

Unless a longer retention period is required or permitted by law, we will only hold your personal information on our systems for the period necessary to fulfil the purposes outlined in this Privacy Policy or until you request it is deleted. Even if we delete your personal information it may persist on back-up or archival media for legal, tax or regulatory purposes.

### **How to contact us**

The person responsible for your personal data protection is our Group Commercial Manager. If you have any queries relating to our use of your personal information or any other related data protection questions, please contact us at [admin@tradestockltd.co.uk](mailto:admin@tradestockltd.co.uk) or write to the Group Commercial Manager, Tradestock Limited, Poole Works, Higher Poole, Wellington, Somerset, TA21 9HW.

### **Changes**

This policy is immediately effective. We may, from time to time, make changes to this Privacy Policy to reflect any changes to our privacy practices in accordance with changes to legislation, best practice or Site or system enhancements. We will let you know what these changes are by posting them to this page. Where the changes are significant, we may also choose to email you with the new details and get your consent to make these changes where required by law.

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