

## Privacy Policy – Addagrip Terraco Ltd

### Controller of personal information

Any personal information processed by Addagrip Terraco in connection with this Privacy Policy is controlled by Addagrip Terraco Ltd, which is considered the “data controller” of your personal information under European Union and UK data protection law. Our address is Data Protection Officer, Addagrip Terraco Ltd, Addagrip House, Bell Lane Industrial Estate, Uckfield, East Sussex, TN22 1QL.

### What do we mean by personal information?

Personal information means details which identify you or could be used to identify you, such as your name and contact details and purchase history. It may also include information about how you use our websites and mobile applications.

### When does this policy apply?

This Privacy Policy applies to personal information about you that we collect, use and otherwise process regarding your relationship with us as a customer or potential customer, including when you purchase from us or use our other services, use our websites or mobile applications or contact us.

Where we reference that others are data controllers or data processors in the sections ‘Controller of Personal Information’ and ‘Who do we share your personal information with?’ you should consult their privacy policies for further information.

### How can you keep your personal information secure?

We take great care to protect the personal information you provide to us.

#### ***Be aware of and protect yourself against Internet fraud and ‘phishing’***

*There is an Internet fraud practice known as ‘phishing’ which is the illegal gathering of personal information by deception. Unsolicited emails are sent to individuals from lists illegally gathered by a third party, and recipients are asked to enter or reconfirm bank or password details into a ‘cloned’ or illegal copy website.*

### When do we collect personal information about you?

We collect personal information about you whenever you use our services (whether these services are provided by us or by other companies or agents acting on our behalf), when you purchase from us, when you use our website or mobile applications, or interact with us via email or telephone.

In addition, we may receive personal information about you from third parties, such as:

- Companies contracted by you to install our products.
- Companies who provide details to us under privacy policies providing information to be shared with Addagrip Terraco.

### **What types of personal information do we collect and retain?**

When you contact us for information on our products, you will need to provide us with your personal details.

We collect the following categories of personal information:

- Information you provide for Addagrip Terraco to complete and manage an enquiry for our products.
- Information collected during your period of trading with us.
- Information about the product or service we have provided to you in the past.
- Information about online enquiry and other interactions.
- Information about your use of our websites, contact centers and mobile applications.

### **When and why do we collect 'sensitive personal data'?**

Certain categories of personal information, such as that about race, ethnicity, religion, health, sexuality or biometric information are special categories of data requiring additional protection under European Union and UK data protection law and is referred to here as "sensitive personal data". Generally, we do not collect and process sensitive personal data.

The main purposes for which we would use your personal information are:

- To fulfil your purchase with us.
- To keep track of your order with us.
- To carry out analysis and market research.
- To carry out marketing and keep you informed of Addagrip Terraco's products and services.
- To send you status updates and service communications.
- To improve our websites, products and services.
- For management and administrative purposes.

### **When will we send you marketing?**

When we collect information directly from you we will ask you if you want to receive our marketing communications. Please be aware that we do sometimes send marketing communications that promote a third party's products and services (for example, those of our business partners, our approved contractors) as well as our own.

We may ask if you consent to receiving marketing communications from other members of our group or from third parties.

We will respect your choice as to what communications you wish to receive and the methods by which you are sent them.

We use a third party provider, Sign-Up, to deliver our monthly e-newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information please see Sign-Up privacy notice <https://www.signupto.com/legal>

### **Visitors to our websites**

When someone visits [www.addagrip.co.uk](http://www.addagrip.co.uk) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behavior patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

### **How can you change what marketing communications you receive and how you receive them?**

If you decide you would no longer like to be sent marketing communications, you can change your mind at any time. The ways to stop being sent marketing communications are described below:

- By emailing us at [sales@addagrip.co.uk](mailto:sales@addagrip.co.uk)
- By telephoning us on 01825 761333
- By writing to us at Addagrip House, Bell Lane Industrial Estate, Uckfield, East Sussex, TN22 1QL
- By unsubscribing from our newsletters

### **What is our legal basis for using your personal information?**

Addagrip Terraco will only process your personal information where we have a legal basis to do so. The legal basis will depend on the reason or reasons Addagrip Terraco collected and needs to use your information. Under EU and UK data protection laws in almost all cases the legal basis will be:

- Because we need to use your information so that we can process your order, dispatch your materials and otherwise perform the contract we have with you.
- Because it is in Addagrip Terraco's legitimate interests as a manufacturer to use your personal information to operate and improve our business.
- Because Addagrip Terraco needs to use your personal information to comply with a legal obligation.
- To protect the vital interests of you or another person.
- Because you have consented to Addagrip Terraco using your information for a particular purpose.

More information on each legal basis is provided below.

If processing of your data is subject to any other laws then the basis of processing your data may be different to that set out above and may in those circumstances be based on your consent in all cases.

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

We will keep your information for as long as we need it for the purpose it is being processed for.

For example, where you purchase a product from us we will keep the information related to your purchase, so we can fulfil the specific order you have made and after that, we will keep the information for a period which

enables us to handle or respond to any complaints, queries or concerns relating to the order. The information may also be retained so that we can continue to improve your experience with us.

We will actively review the information we hold and delete it securely, or in some cases anonymise it, when there is no longer a legal, business or customer need for it to be retained.

### **Performance of a contract with you**

It will be necessary for Addagrip Terraco to use your personal information to process an order you have placed with us. For example, we will need to use information such as your contact details and payment information to provide you with the materials you have requested and paid for.

### **Legitimate Interests**

As a manufacturer and formulator of external and internal floor surfacing materials and wall coating finishes, Addagrip Terraco has a legitimate business interest to use the personal information we collect to offer an effective service and carry out our business.

### **Compliance with legal obligations**

There are situations where Addagrip Terraco is subject to a legal obligation and needs to use your personal information to comply with those obligations.

### **To protect the vital interest of you or another person**

There are situations where we may need to use your personal information to protect the vital interests of you or another person.

### **Consent**

We collect and use your personal information where you have given your specific consent to us doing so.

If the basis of our processing your data is consent, you can withdraw your consent to such processing at any time.

However, if you withdraw this consent, in some circumstances, it may mean we will not be able to provide all or parts of the services you have requested from us.

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

Your personal information may be shared with the companies within our group.

You will only be sent marketing emails from other companies within our group where you have provided your consent to those companies.

We may also disclose your personal information to the following third parties for the purpose described here

- Customs and immigration authorities.
- Credit and charge card companies, credit reference agencies and anti-fraud screening service providers to process payments and (where necessary) to carry out fraud-screening.
- In response to a valid, legal request from Government and law enforcement agencies such as customs and immigration authorities.
- Third party service providers we are using to provide services that involve data processing, for example, to carry out marketing initiatives or run customer surveys on our behalf.
- Third parties, such as law firms and law courts, to enforce or apply any contract with you.
- Third parties, such as the police and regulatory authorities, to protect our rights, property, or the safety of our customers, staff and assets.
- If necessary to comply with a legal or regulatory obligation in any jurisdiction, including where that obligation arises because of a voluntary act or decision by us (e.g. our decision to operate to a country or a related decision).
- We do not sell personal information to third parties, and we only allow third parties to send you marketing information where we have your consent to do so.

### **Requesting your personal data**

Under the GDPR, you may request a copy of any personal data about you held by Addagrip Terraco Ltd. There is no fee for this request.

The request must be in writing and must contain the following:

- Your name and postal address.
- Details of your request.
- Any details which may help us locate the information which is the subject of your request, for example:
  - Your purchase order
  - Our sales invoice number to you
  - Your sales invoice number to us

Please send your request to:

Data Protection Officer  
Addagrip Terraco Ltd  
Addagrip House  
Bell lane Industrial Estate  
Uckfield  
East Sussex  
TN22 1QL