

## **Alert Marketing Ltd Privacy Notice**

### **PRIVACY STATEMENT**

At Alert Marketing Limited, we are dedicated to safeguarding and preserving your privacy when visiting our site or communicating electronically with us. We handle your data in a professional manner and in accordance with GDPR regulations.

This Privacy Policy, together with our terms of use, explains what happens to any personal data that you provide to us, or that we collect from you when you are on this site.

Our GDPR compliance is continually reviewed. We do update this Policy from time to time so please do return and review this Policy regularly.

The company is registered with the Information Commissioner's Office (ICO) under registration number Z3274725.

### **Who we are**

Alert Marketing

PO Box 619

Weybridge

Surrey KT13 3DA

Tel: 01932 855 002

[info@alertmarketing.co.uk](mailto:info@alertmarketing.co.uk)

Company reg no: 4060632

The main point of contact for data protection is: **Sylvia Loggia**

## INFORMATION WE COLLECT

In operating our website, we may collect and process the following data about you:

- Information provided to us when you communicate with us for any reason.
- Information that you provide by filling in forms on our website, such as when you registered for information or make a purchase.
- Details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data.

## What type of information we retain

- We may hold the following information:
  - Your name, salutation, job title
  - Your business name and address
  - Your business e-mail address and telephone number (company number and mobile if you have given that to us). On your request, we may also keep your personal home address, in the case that you have specifically asked us to contact you, or send you products, at that address rather than to your work address.
  - Any other information relating to you, which you have specifically provided to us and requested that we keep.
  - IP addresses and cookie identifiers
  - Website user statistics
- We may keep details about any orders for products or services you have made from us, along with dates and amounts of invoices, and VAT numbers.
- Please note we do not keep any financial information such as bank details or credit card numbers.
- We do not collect any special categories of personal information or any sensitive information about you (including race, gender, religious beliefs, political opinions, memberships, health data, financial details).

## How we get the information and why we do we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

Under the General Data Protection Regulation (GDPR), the lawful basis we rely on for processing this information is:

**Consent** - for example, when you tick a box to receive our newsletters by email

**Contractual obligations** – if you request a quotation, we will collect your business details.

If you place an order with us, we may need to pass on data to a third-party supplier such as a courier and consent for this is assumed.

**Legal compliance** – we may need to pass on your details in the event of fraud or other criminal activity affecting our business.

**Legitimate interest** - in specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.

You are able to remove your consent at any time. You can do this by contacting us as follows:

Sylvia Loggia

Alert Marketing

PO Box 619

Weybridge

Surrey KT13 3DA

Tel: 01932 855 002

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## **What we do with the information**

This information is used by us to:

- Keep accurate records of enquiries, quotations, orders and other relevant communications
- Send details of product information, offers and updates.
- We try to ensure that any marketing communication we send is relevant to your business and we aim to send no more than 1 or 2 per month.
- If you no longer wish to receive our emails, please let us know and we will remove your details from our contact database.
- If in the future you decide to change your contact preferences, please email us and we will update our records.

We assure you that we will not sell your data for marketing purposes or pass on your details to a third party other than for the purposes of fulfilling our contractual obligations.

## **How we store your information**

We will treat your data with the utmost care and take all appropriate steps to protect it.

We secure access to our website using 'https' technology.

Your information is stored on a secure server.

## **Your data protection rights**

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

- Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.
- You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us as follows if you wish to make a request:

Sylvia Loggia  
Alert Marketing  
PO Box 619  
Weybridge  
Surrey KT13 3DA  
Tel: 01932 855 002  
[info@alertmarketing.co.uk](mailto:info@alertmarketing.co.uk)

### **How to complain**

In the first instance, please contact us as follows:

Sylvia Loggia  
Alert Marketing  
PO Box 619  
Weybridge  
Surrey KT13 3DA  
Tel: 01932 855 002  
[info@alertmarketing.co.uk](mailto:info@alertmarketing.co.uk)

You can also complain to the ICO if you are unhappy with how we have used your data.

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF  
Helpline number: 0303 123 1113

<https://ico.org.uk/make-a-complaint/>

8th August 2019