

# **WESSINGTON CRYOGENICS LTD PRIVACY POLICY**

**23<sup>rd</sup> May 2018**

**Wessington Cryogenics LTD** are committed to protecting and respecting any personal information you share with us. As a result, we typically only collect very limited personal information (e.g. Name, position and work address and e-mail) and all of our contact is mainly to do with your company or institute. However, we respect your rights to privacy even if we are carrying out business with a company, so we will make it easy for you to find out what information we are collecting or to stop receiving information from us.

This statement describes what types of information we collect from you, how it is used by us, how we share it with others, how you can manage the information we hold and how you can contact us.

We will always give you the option not to receive marketing and informative communications from us. We will never send you unsolicited 'junk' email or communications or share your data with anyone else who might. We do not sell your information to third parties.

The contents of this statement may be subject to change, so you may wish to check this page occasionally to ensure you are still happy to share your information with us. Where possible, we will also contact you directly to notify you of these changes.

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## **WHAT INFORMATION DO WE COLLECT?**

We collect information about you when you engage with our website, sales people or through other ways we are visible to you such as conferences and exhibitions. We only collect information which is necessary, relevant and adequate for the purpose you are providing it for.

We collect information about you when you use the Wessington Cryogenics LTD website. Some of this information does not identify you personally but provides us with information about how you use our services and engage with us (we use this information to improve our services and make them more useful to you). The information we collect includes some or all of the following:

- 1.Name (including title)

- 2. Address
  - 3. Company/Institute phone number (we will only use your personal phone details if you consent to give this to us)
  - 4. Company/Institute Email address (we will only have your personal e-mail details if you consent to give this to us)
  - 5. Any information within correspondence you send to us
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## **HOW DO WE USE THIS INFORMATION?**

We will only process information that is necessary for the purpose for which it has been collected. You will always have the option not to receive marketing communications from us and you can withdraw your consent or object at any time. We will never send you unsolicited 'junk' email or communications or share your personal information with anyone else who might.

There are various ways in which we may use or process your personal information. We list these below:

### **CONSENT:**

Where you have provided your consent, we may use and process your information to:

1. Contact you from time to time about promotions, events, products, services or information which we think may be of interest to you. You can withdraw your consent at any time by contacting us at [info@wessingtoncryogenics.com](mailto:info@wessingtoncryogenics.com) or, in relation to any marketing messages you receive, by using the unsubscribe option included in those communications.

### **CONTRACTUAL PERFORMANCE**

We may use and process your personal information where this is necessary to perform a contract with you and to fulfil and complete your orders, purchases and other transactions entered into with us.

### **LEGITIMATE INTERESTS**

We may use and process your personal information as set out below where it is necessary for us to carry out activities for which it is in our legitimate interests as a business to do so.

## **PROCESSING NECESSARY FOR US TO SUPPORT CUSTOMERS WITH SALES AND OTHER ENQUIRIES**

1. To respond to correspondence, you send to us and fulfil the requests you make to us (for example: product demonstrations, service requests, brochure requests, quotations or information about specific products);
2. To provide warranty and service support

## **PROCESSING NECESSARY FOR US TO RESPOND TO UNDERSTANDING CUSTOMERS' NEEDS**

1. To analyse, evaluate and improve our products and services so that your visit and use of our website, applications, customer support is more useful and enjoyable.
2. To undertake market analysis and research so that we can better understand you as a customer and provide tailored offers, products and services that we think you will be interested in. We will only send marketing communications to you if you have provided your consent for us to do so or which we have obtained in the ways mentioned in the paragraph below;
3. In some cases, we may use automated methods to analyse, combine and evaluate information that you have provided to us.

## **PROCESSING NECESSARY FOR US TO PROMOTE OUR BUSINESS, BRANDS AND PRODUCTS**

1. To send you marketing information from time to time after you have purchased a product or service from us. We will only contact you with information about our own products and services (and in ways the law allows), which we hope you will like. You have the right to object to us sending you this information at any time;
2. To contact you with targeted advertising delivered online through social media and other platforms operated by other companies unless you object. You may receive advertising based on information about you that we have provided to the platform or because, at our request, the platform has identified you as having similar attributes to the individuals whose details it has received from us;

3. To identify and record when you have received, opened or engaged with our website or electronic communications.

### **PROCESSING NECESSARY FOR US TO OPERATE THE ADMINISTRATIVE AND TECHNICAL ASPECTS OF OUR BUSINESS EFFICIENTLY AND EFFECTIVELY**

1. To verify the accuracy of information that we hold about you and create a better understanding of you as a customer;

2. For network and information security purposes i.e. for us to take steps to protect your information against loss, damage, theft or unauthorised access;

3. To comply with a request from you in connection with the exercise of your rights (for example where you have asked us not to contact you for marketing purposes, we will keep a record of this on our suppression lists in order to be able to comply with your request);

4. To inform you of updates to our terms and conditions and policies.

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### **HOW DO WE SHARE THIS INFORMATION?**

We do not sell your information to third parties and will only share with other companies which we represent where it is necessary to do so.

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### **HOW LONG DO WE KEEP YOUR INFORMATION FOR?**

We will not hold your personal information in an identifiable format for any longer than is necessary. If you are a customer or otherwise have a relationship with us we will hold information about you for a longer period than if we have obtained your details in connection with a prospective relationship.

For potential legal and safeguarding reasons, we are obliged to keep any customer ordering information for an indefinite time. This is due to the nature and lifespan of the product we produce and the associated services we provide in relation to this product.

The only exceptions to the periods mentioned above are where:

- the law requires us to hold your personal information for a longer period, or delete it sooner;
  - you exercise your right to have the information erased (where it applies) and we do not need to hold it in connection with any of the reasons permitted or required under the law (see further How can I manage the information we hold about you);
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## **HOW CAN YOU MANAGE THE INFORMATION WE HOLD ABOUT YOU?**

You have the right as an individual to access your personal information we hold about you and make corrections if necessary. You also have the right to withdraw any consent you have previously given us and ask us to erase information we hold about you. You can also object to us using your personal information (where we rely on our business interests to process and use your personal information).

You have a number of rights in relation to your personal information under data protection law. In relation to most rights, we will ask you for information to confirm your identity and, where applicable, to help us search for your personal information. Except in rare cases, we will respond to you within 30 days after we have received any request (including any identification documents requested).

You have the right to:

- 1) Ask for a copy of the information that we hold about you;
- 2) Correct and update your information;
- 3) Withdraw your consent (where we rely on it). Please see further How do we use this information;
- 4) Object to our use of your information (where we rely on our legitimate interests to use your personal information) provided we do not have any continuing lawful reason to continue to use and process the information. When we do rely on our legitimate interests to use your personal information for direct marketing, we will always comply with your right to object;

5) Erase your information (or restrict the use of it), provided we do not have any continuing lawful reason to continue to use and process that information;

6) Transfer your information in a structured data file (in a commonly used and machine readable format), where we rely on your consent to use and process your personal information or need to process it in connection with your contract.

You can exercise the above rights and/or manage your information by contacting us using the details below:

By post: Wessington Cryogenics Limited, 2 Gadwall Road, Rainton Bridge South, Houghton le Spring, Tyne & Wear, DH4 5NL, England

By email: [info@wessingtoncryogenics.com](mailto:info@wessingtoncryogenics.com)

By phone: 0191 512 0677

If you are unhappy, you have the right to lodge a complaint with a data protection regulator in Europe, in particular in a country you work or live or where your legal rights have been infringed. The contact details for the Information Commissioner's Office, the data protection regulator in the UK, are below:

Post:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Call: 0303 123 1113

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)