

## PRIVACY NOTICE

### Who we are

Charles Austen Pumps Limited and its Associated Companies are committed to ensuring your privacy is protected. We use the information you provide for legitimate business reasons only. We do not sell, rent or trade email lists with other companies or businesses for marketing purposes. In this Privacy Policy we provide detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

### How we use your data

We use your personal data to provide goods and services to you, to verify your identity, to better understand your needs, for crime and fraud prevention, detection and related purposes, and to keep you updated about promotional offers and discounts which we think may interest you.

You have the right to opt out of receiving promotional communications at any time. Simply email [info@charlesausten.com](mailto:info@charlesausten.com) with "Unsubscribe" in the subject line.

In order to make our products available to you we may need to share your personal data with some third party suppliers and sub-processors, to fulfil our obligations to you and/or legal authorities. These include freight/shipping companies, card transaction service providers, and financial institutions.

We will never sell or rent our customer data to other organisations for marketing purposes.

### Types of data we collect

We may collect the following information about you: name, contact details, postal address, email address, telephone number and your correspondence/communications with us.

This is not an exhaustive list and in specific instances we may need to collect additional data for the purposes set out in this policy.

### How we collect data

#### Website Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

**Changes to this Privacy Notice** - This Privacy Notice may be changed by us at any time. This Privacy Notice will be updated to comply with any requirements under Data Privacy Laws in force at the time.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline them if you prefer. This may however prevent you from taking full advantage of the website.

### **Mailing Lists**

As part of our purchasing processes, we collect personal information which we also use to tell you about things you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to inform you of product deals, special discounts or new products you may be interested in; to check our records are right and to check every now and then that you're happy and satisfied. We do not rent or trade email lists with other organisations and businesses.

We use a third-party provider, Mail Chimp, to deliver our offers and product information. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our services. For more information, please see [MailChimp's privacy notice](#). You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at [info@charlesausten.com](mailto:info@charlesausten.com) with "Unsubscribe" in the subject line.

### **Customer Data**

When you buy products from us your name, address, email and other contact information will be stored in our system. Please be assured that we do not share your personal details with any third-party company without your consent.

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

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- To improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- Processing of purchases/orders.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **Who we share your information with**

We only share your information with third party companies and sub-processors in the normal course of business, i.e. to process payments on products you have purchased.

### **International Transfers of Information**

Because of the international nature of our business, we may may need to transfer your personal information within the group companies, or to recipients in countries other than the

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one you reside, in connection with the purposes set out in this Policy. Other countries may have different laws and data protection compliance requirements to those that apply in the country in which you are located. Where we transfer your personal information internationally, we do so on the basis of legally compliant mechanisms including, but not limited to, the Global Cross Borders Privacy Rules (CBPR).

We are committed to staying current with developments related to the Data Privacy Framework and may update our transfer mechanisms and safeguards as necessary to remain compliant. Any updates will be reflected in this Privacy Policy.

### **Data Retention**

We will retain your personal information for as long as is necessary in connection with the purposes set out in this policy, and in accordance with applicable laws and our legal and financial obligations.

### **Access to your personal information**

You have the following rights:

- The right to ask what personal data that we hold about you at any time.
- The right to ask us to update and correct any out of date or incorrect personal data that we hold about you free of charge.
- The right to opt out of any marketing communications that we may send you.

If you wish to exercise any of the above rights, please email your request to us at [info@charlesausten.com](mailto:info@charlesausten.com).

### **Legal basis for using data**

We are required to set out the legal basis for our processing of personal data.

We collect and use personal data because it is necessary for:

- The pursuit of our legitimate interests (see below).
- The purpose of complying with our duties and exercising our rights under a contract for the sale of goods to a customer.
- To comply with our legal obligations.

Our legal basis for processing customer data is that it is necessary for legitimate interests, including:

- Selling and supplying goods to our customers.
- Protecting customers, employees and other individuals and maintaining their safety, health and welfare.
- Promoting, marketing and advertising our products.
- Sending promotional communications which are relevant and tailored to individual customers.
- Improving existing products and developing new products.
- Complying with our legal and regulatory obligations.
- Handling customer contacts, queries, complaints or disputes.
- Fulfilling our duties to our customers.

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## Contact

If you have any questions relating to our policy that have not been answered here or if you wish to exercise your rights regarding your personal data, please contact us:

Write to us at: Charles Austen Pumps Limited, 100 Royston Road, Byfleet, Surrey KT14 7NY.

Email us at: [info@charlesausten.com](mailto:info@charlesausten.com).

