

## PRIVACY POLICY

At Coltraco Ultrasonics we are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal information we collect from you, or that you provide to us will be used. It will also state how the data is stored and procedures we have in place to protect you.

### What information do we hold?

We hold personal detail such as:

- Salutation
- First name
- Surname
- Job title
- Company name
- Company address
- Company email address (personal email address only if you have asked us to use it explicitly and provided it)
- Company phone number (work direct dial if provided)
- Mobile phone number (if provided)
- Market sector
- A history of your correspondence, meetings and transactions with Coltraco Ultrasonics
- Your product and service interests relevant to Coltraco Ultrasonics

We will also hold information based around your interactions with Coltraco Ultrasonics. This may include information that you have provided either pre or post transaction (such as your preferences) or the reason for your possible or actual purchase that has been observed by our staff through interaction with you.

### What do we do with this information?

We will use this information to enhance your dealings with Coltraco Ultrasonics and tailor our service based on your preferences.

- We may send you recommendations, information, news, updates, offers about our company or products or services which we think will be relevant and interesting for you.
- When you get in touch with us we may send you a confirmation email and follow up to ensure we have answered all your queries.
- After purchasing we may keep you updated with any information about that product such as calibrations or any relevant products or services which we think will be relevant and interesting for you.
- If you have given consent we will contact you periodically with news/updates to our services we feel will be relevant to you.
- We will never share the data with a third party for non-Coltraco use.

- We will never sell your data to anyone.
- We will never spam you.

### Where do we store your information?

We endeavour to take all steps reasonably necessary to ensure that your data is treated securely and in accordance with legislation. Your information is stored in password protected systems for example, computers, paper files, online systems.

### How long do we store your information for?

We store your information whilst it is deemed necessary by government and regulatory bodies and to enable us to provide you with relevant information.

### What are your rights?

With regards to your data you have the following rights

- Right of access, rectification or erasure and you have the right to restrict processing of personal data.
- The right to complain to us and/or the Information Commissioner's Office (ICO).
- The right to withdraw consent.

In order to exercise any of these rights please contact our Data Protection Officers via Marketing & Communications, [sales@coltraco.co.uk](mailto:sales@coltraco.co.uk).

## ONLINE PRIVACY POLICY

This website uses analytics to help analyse how users use the site. This tool uses 'cookies,' which are text files placed on your computer, to collect standard internet log information and visitor behaviour information in an anonymous form. The information generated by the cookie about your use of the website (including IP address) is transmitted to Coltraco and 3<sup>rd</sup> party providers. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity for Coltraco Ultrasonics.

We will endeavour not to directly or indirectly through 3<sup>rd</sup> parties use the statistical analytics tool to track or to collect any Personally Identifiable Information (PII) of visitors to our site. 3<sup>rd</sup> party providers will not associate your IP address with any other data held by them. Neither we, nor 3<sup>rd</sup> party providers will link, or seek to link, an IP address with the identity of a computer user. We will not associate any data gathered from this site with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website. You may choose to accept or decline cookies. Most web browsers automatically default to accept them, but you can usually modify your browser settings to decline cookies. If you reject cookies by changing your browser settings, then be aware that this may disable some of the functionality on our website. User's Personal Information: Visitors to our website are able to sign up for updates, upload/download information etc. When you register, you will provide personal information such as name, address,

email, telephone number and other relevant information. If you are making a purchase, we will request financial information including your credit card number, expiration date, and security code. Any financial information we collect is used only to bill you for your purchase. This information may be forwarded to your credit card provider. We will not disclose personally identifiable information we collect from you to third parties without your permission except to the extent necessary, including: to fulfil your requests, to protect ourselves from liability, to comply with the terms and conditions of our internet host provider.

### 3RD PARTY POLICIES

Coltraco Ultrasonics only choose leading 3<sup>rd</sup> parties who also endeavour to uphold our own Data Protection Standards. These 3<sup>rd</sup> parties are engaged in the following, but not limited to, supporting our website, customer relationship management systems, marketing systems, accounts.

Related services and offerings linked to or from this website have their own privacy statements that can be viewed by clicking on the corresponding links within each respective website. Since we do not have control over the policies or practices of participating merchants and other third parties, we are not responsible for the privacy practices or contents of those sites. We recommend you review their policies before you provide any personal information or complete any transaction with them.