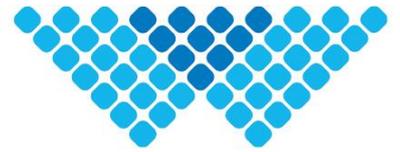


waterloo



Waterloo Air Products plc

Privacy Policy

## Waterloo Air Products plc Privacy Policy

### General

Waterloo Air Products plc ("we" or "us") are committed to ensuring that your privacy and personal information are protected at all times. We adhere to the requirements of the data protection laws as at May 2018. Should we ask you to provide information by which you could be identified while using our website, it will only be used in accordance with this Privacy Policy. For the purpose of the data protection laws, the data controller is Waterloo Air Products plc., the head office is based at 111 Mills Road, Quarry Wood Industrial Estate, Aylesford, Kent ME20 7NB.

### What information do we collect?

When requesting support or information, as appropriate, you may be asked to enter your: name, e-mail address and/or mailing address. You may, however, visit our site anonymously.

#### a) Our services

We may collect personally identifiable information about you, such as:

- |                    |                          |
|--------------------|--------------------------|
| i. Full name       | v. Billing Address       |
| ii. Phone number   | vi. Delivery Address     |
| iii. Email address | vii. Payment information |
| iv. Company name   |                          |

#### b) Contact Us forms

We will collect the information required to respond to your enquiry. For this form your information will not be added to our marketing database without your permission.

#### c) Request forms

By filling out forms to request our free promotional items such as Waterloo's 'The Green book', 'WAP-U-Lator' etc. you are identifying yourself as someone who would benefit from Waterloo's products and services. We will collect:

- i) Digital and Physical copies - Name, Company, Email. This allows us to send a digital copy to you and notify you of future promotions and service updates
- ii) Physical Copies – Postal Address and Postcode – This allows us to send the physical item.

#### d) Cookies and tracking technologies

Technologies such as: cookies, beacons, tags and scripts are used by Waterloo and our partners (such as advertising and marketing companies), affiliates, analytics or service providers.

These technologies may be used in analysing trends, administering the sites, tracking users' movements around the sites and to gather demographic information about our user base. We may receive reports based on the use of these technologies by such companies on an individual as well as aggregated basis.

We use cookies to remember users' settings as well as for authentication and analytics. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our sites, but your ability to use some features

or areas of our Sites may be limited. For more information you may wish to visit: <http://www.allaboutcookies.org>.

### **e) Log file information**

Log File information is automatically reported by your browser or mobile application each time you access our Sites. For example, when you access our Sites, our servers automatically record certain information that your web browser sends whenever you visit any website. These server logs may include information such as your operating system, browser type, referring / exit pages and URLs, number of clicks, domain names, landing pages, pages viewed and other such information. We do not link this automatically-collected data to personally identifiable information.

## **What do we use your information for?**

### **a) Administration**

- i. Administer and manage our relationship with you, including set up and maintaining your trade account facility.
- ii. Process orders from you for goods and services.
- iii. For invoicing, processing payments.
- iv. To deal with any enquiries we receive from you.
- v. To comply with applicable laws and regulations.
- vi. To make checks of credit reference agencies from time to time (for example when applying for a trading account or requesting a change in your credit limit).
- vii. For the purposes of recovery of a debt in case of non-payment.

### **b) Company Updates and Marketing**

- i. The email address you provide for order processing may be used to send you information and updates, in addition to receiving occasional company news, updates, related product or service information etc.
- ii. For record keeping, statistical analysis, and internal reporting and research purposes.
- iii. To customise our website in order to improve user experience

## **Legal Basis for Processing**

Waterloo will only use your confidential information as the law allows it. Most commonly, we will use it in the following circumstances:

- a) Where we need to perform any contract entered with you
- b) Where we need to comply with a statutory or legal obligation to which we are subject
- c) Where there is a legitimate interest for either party (or those of a third party)

## **Freedom of Information Act**

Any individual may contact Waterloo in order to correct, amend or delete inaccurate data. Query's should be directed to [privacy@waterloo.co.uk](mailto:privacy@waterloo.co.uk).

We will retain personal data we process on behalf of our customers for as long as needed to provide our services. Waterloo will retain this personal information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

Waterloo will refresh marketing contact lists every six months. Any data that has shown no interest in Waterloo's products or services for three years prior will be removed from the system.

### **Your Rights as an Individual**

If you no longer wish to receive emails as part of marketing efforts, you may opt-out of them by clicking the link at the bottom of any marketing email or by emailing the marketing department direct: [Marketing@waterloo.co.uk](mailto:Marketing@waterloo.co.uk) please use the subject "Unsubscribe".

### **Do we disclose any information to outside parties?**

#### **a) Personally identifiable information**

- i. We do not sell, trade, or otherwise transfer personally identifiable information to outside parties. This does not include trusted third parties who assist us; so long as those parties agree to keep this information confidential. These include, but are not limited to:
  - a. Those who provide services such as marketing, market research, logistics, software, recruitment and customer relationship management.
  - b. Providers, whom allow us to process payments that are due to us, in doing so we provide bank card details to such providers.
  - c. Those we appoint as agents, who require access to our systems in order to access accounts, provide quotations and project specifications on Waterloo's behalf.
  - d. Providers that aid in operating our website.
- ii. We may store personal information in locations outside the direct control of Waterloo (for instance, on servers or databases co-located with hosting providers). We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or other's rights, property, or safety.

#### **b) Non-personally identifiable information**

Non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

#### **c) Instances where we are required to share your information**

Waterloo will disclose your information where required to do so by law, if subject to subpoena, other legal proceeding or if we reasonably believe that such action is necessary to:

- i) Comply with the law and the reasonable requests of law enforcement;
- ii) To enforce our Terms of Service or to protect the security or integrity of our Service;
- iii) To exercise or protect the rights, property, or personal safety of Waterloo, our users or others.
- iv) In response to a request from a governmental authority (including a regulator).

#### **d) What happens in the event of a change of control**

We may buy or sell/divest/transfer the company (including any shares in the company), or any combination of its products, services, assets and/or businesses. Your information such as customer names and email addresses, and other user information related to Waterloo's services may be among the items sold or otherwise transferred in these types of transactions.

We may also sell, assign or otherwise transfer such information in the course of corporate divestitures, mergers, acquisitions, bankruptcies, dissolutions, reorganisations, liquidations, similar transactions or proceedings involving all or a portion of the company. You will be notified via email and/or a prominent notice on our Site of any change in ownership or use of your personal information, as well as any choices you may have regarding your personal information.

### **Information protection**

Waterloo is concerned with protecting your privacy and data, but we cannot ensure or warrant the security of any information you transmit to Waterloo, or guarantee that your information may not be accessed, disclosed, altered or destroyed by breach of any of our industry standard physical, technical or managerial safeguards.

When you enter information (such as credentials) on our forms, we encrypt that information using secure socket layer technology (SSL). No method of transmission over the internet or method of electronic storage is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about security on our site, you can contact us at [privacy@waterloo.co.uk](mailto:privacy@waterloo.co.uk).

In the event that personal information is compromised as a breach of security, Waterloo will promptly notify our customers in compliance with the applicable law.

### **Children's online privacy protection act compliance**

We are in compliance with the requirements of COPPA (Children's Online Privacy Protection Act), we do not knowingly collect any information from anyone under 13 years of age as a business reference is required. Our website, products and services are all directed to people who are at least aged 13 years or older.

In the event that we learn we have collected information from a child under 13 years, the information will be deleted as quickly as possible. If you believe that Waterloo may have any information from or about a child under 13, please contact us at [privacy@waterloo.co.uk](mailto:privacy@waterloo.co.uk).

### **Third party websites**

Please remember that when you use a link to go from Waterloo's Sites to another website or service, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party's own rules and policies.

### **Terms and Conditions**

Please also review our Terms and Conditions establishing the use, disclaimers, and limitations of liability governing the use of our website.

### **Your consent**

By working with, communicating with, utilising tools and accessories from, Waterloo you consent to Waterloo's privacy policy.

### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will update the Privacy Policy modification date below. We advise that you periodically review this page for updates.

This policy was last modified on 11<sup>th</sup> May 2018

### **Contacting us**

If there are any questions regarding this privacy policy you may contact us at [privacy@waterloo.co.uk](mailto:privacy@waterloo.co.uk).

If after contacting Waterloo you are still unhappy you may also complain to the Information Commissioners Office (ICO.), all contact details are available on the ICO. Website: [ico.org.uk/](http://ico.org.uk/)