

# ***Versalift UK Limited***

## **PRIVACY POLICY (Customers and Suppliers)**





## **PRIVACY POLICY**

This Privacy Policy sets out how Versalift Distributors (UK) Limited uses and protects any information that you give Versalift Distributors (UK) Limited when you use its website or are a Customer or Supplier.

Versalift Distributors (UK) Limited take your privacy seriously and will only use your personal information to administer your account, make and receive payments and provide the products and services you have requested from us or supply to us.

However, from time to time we may contact you with details of other products or services we provide. This will be for direct marketing purposes only and is a legitimate business interest. However, we shall cease contact without undue delay if you object to this.

Versalift Distributors (UK) Limited may change this policy from time to time and will ensure an updated version of this policy is available on our website.

### **What we collect**

We may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

If you are a Versalift Distributors (UK) Limited customer or supplier we will also have details to send and receive payments, such as your bank details.

### **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.
- We may use the information 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.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

### **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.



## Data Breach Notification

In the unlikely event of a Data Breach, Versalift Distributors (UK) Limited have in place a policy and procedure that will ensure any breaches are investigated and reported in line with legislation. Preventative measures and Privacy by Design are also a prerequisite.

## Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## Controlling your Personal Information

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, we will ask you to click to “opt in” to receive latest product information. Only do this if you would like to receive further information.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [sales@versalift.co.uk](mailto:sales@versalift.co.uk) or [coral.headley@versalift.co.uk](mailto:coral.headley@versalift.co.uk)

We will not sell, distribute or lease your personal information to third parties. However, in the unlikely event that it is deemed necessary to do so, we shall only do this when we have obtained your explicit permission or are required by law to do so. We may use your personal information to send you promotional and marketing information about third parties which we think you may find interesting, but only if you tell us that you wish this to happen.

## Data Retention

In the event of the cessation of a business relationship, i.e. if we stop providing products and services to our customers or a supplier stops providing products or services to Versalift UK, we intend to retain your data for six years.

If you would like the data deleted from our business systems, we will duly comply. However, we will then retain your data for a mandatory 3 years. The reason for this is; **Legal obligation:** *the processing is necessary for us to comply with the law (not including contractual obligations).*

## International Transfers

Versalift Distributors (UK) Limited is part of the Time Manufacturing Group and in the event it is deemed necessary to transfer Personal Data outside of the EEA (European Economic Area) provided that either it is, (i) to a recipient in a country that the



European Commission has decided provides adequate protection for personal data, (ii) to a recipient that has achieved bunding corporate rules authorisation in accordance with Applicable Data Law, (ii) to a recipient who is certified under the EU-U.S. Privacy Shield Framework, as administered by the US Department of Commerce, or, (iv) to a recipient that has executed standard contractual causes adopted or approved by the European Commission.

### **Contact Details**

You may request details of personal data which we hold about you. Please write to:

The Data Protection Officer  
Versalift Distributors (UK) Limited  
1 Altendiez Way  
Burton Latimer  
Northants  
NN15 5YT

### **Data Rectification and/or Deletion**

If you believe that any information we are holding about you is incorrect, incomplete, or you would simply prefer for us to no longer hold your details, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect. We will also delete any information or details held about you if you have expressly requested this without undue delay.