



WT KNOWLES & SONS LIMITED

# PRIVACY POLICY

## Introduction

Please read this policy carefully to understand how we collect, use and store your personal data.

WT Knowles & Sons Ltd registered in England and Wales, company no. 215100

If you have any questions regarding our privacy statement, please write to:

WT Knowles & Sons Ltd  
Ash Grove Pipe Works  
Elland  
West Yorkshire  
HX5 9JA  
or call on: 01422 372833

### **This policy includes:**

- How we collect information
- Where we collect information from
- What personal information we collect
- How we will use your personal information
- How we keep your data safe and who has access to it
- How we keep your information up-to-date
- Your right to your information
- Changes to this policy

### **How we collect information**

We may collect information about you whenever you interact with us, for example when you:

- Enquire about our products, visit our website
- Attend a meeting with us and provide us with information about you
- Meet through networking events or exhibitions
- Contact us through the following channels: online, email, phone, SMS or post

We may also receive information about you from third parties – but only if you've given them permission to share your information.



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## Where we collect information from

WT Knowles may collect information in the following ways:

### *When information is directly given to us –*

You may provide your details to us when you request specific information about our products or meet at an exhibition or networking events. You may also request general information about our products via the website.

### *When information is given to us indirectly –*

Your information may have been shared with us by a reputable data provider. These organisations will have their own privacy policies and must ensure that the data they provide us is fully compliant with EU GDPR (European Union's General Data Protection Regulation) for the purposes we have stipulated e.g. distribution of marketing materials and telesales.

The data providers are chosen because they demonstrate transparency, accuracy and security in their approach to data governance and must set the highest standards in data management, processing and provision adhering to GDPR regulations and ICO (information commissioner's office) principles and directives.

### *When you have given other organisations permission to share it –*

You may have provided your details to another organisation. For example, delegate listings at exhibitions, members list for networking, credit checks and business clubs and associations. However, when working with other organisations, we work to ensure it is completely clear to you that your information will be shared for marketing purposes.

### *When you are using our website we collect information –*

Upon visiting our website, information about your visit is recorded and stored. Please read our cookies policy for more details.

## What categories of personal information we collect

The type and quantity of information we collect and how we use it depends on why you are providing it.

If we are sending you marketing material and news, for example, we may collect where relevant:

Your name

Your job title/role

Your contact details – full address, email address, phone number and mobile number (if supplied)



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## How we will use your personal information

We will use your personal information in a number of ways, including for the following:

To provide you with the products or any information you have requested

To update you about any changes to our products or

To update you on marketing news

To maintain our organisational records and ensure we have your most up-to-date marketing preferences

To help us improve our products, campaigns or information-offering

To analyse and improve the operation of our website

To invite you to participate in marketing reviews and meetings

To contact you where you have been identified as a contact person for a business or organisation, (if we obtain your contact details in this way, we will only use them to contact you in the ways in which you have agreed to be contacted)

To contact us about your marketing preferences, please write to WT Knowles & Sons Ltd, Ash Grove Pipe Works, Elland, West Yorkshire, HX5 9JA or call us on 01422 372833.

## Children's data

We do not actively collect information from children (under-18s), and would not knowingly hold or process data of a minor. The data we collect is for use in predominately sales and marketing and is that of decision makers or their employees, as such we have no imperative or requirement to hold the data of children.

## How do we keep your data safe and who has access to it?

We place great importance on the security of your personal information and will always try to take appropriate precautions to protect it.

We ensure that there are appropriate technical controls in place to protect your personal details. For example, we use encryption technology on our websites and carry out regular security reviews on our network.

We always ensure only authorised personnel have access to your information i.e. WT Knowles staff, directors, website developers and digital marketing personal and they are appropriately trained to manage your data.

Despite all our precautions however, no data transmission over the internet can be guaranteed to be 100% secure. So, while we strive to protect your personal information, we cannot guarantee the security of any information you disclose to us online, and you must understand that you do so at your own risk.

## Who we share your personal data with

We do use external organisations/third party software to process personal data and distribute marketing materials. Before adopting these company's software, we perform rigorous checks to ensure they meet all relevant regulations and legislation and ensure that only we can access your data within these systems. Our suppliers do not access your data, it is controlled by WT Knowles through secure logins, we seek to provide maximum protection to your personal details.

We may legally be required to disclose your details if required to by the police or for regulatory reasons. We will only ever share your data in other circumstances if we have your consent to do so.



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## How we keep your information up-to-date

Where possible, we try to keep your records up to date; for example, we aim to contact you at least once every two years by telephone to ensure your information on our database is correct. However, we really appreciate it if you let us know if your contact details change.

## How long we keep your information for

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of any customer for a minimum of six years after final invoice to comply with Revenue & Customs (HMRC) legal requirements.

If you ask us to stop sending you marketing materials, that we have been sending you on the basis of consent, that you have given us, we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

We would still send marketing materials to the business (company name, company address, company switchboard number, company generic email e.g. sales@ or info@) and to anyone within the business who has given their consent.

## Our legal basis for processing your information

Although in many cases we will seek consent to process your personal data, in some instances we may process your information without consent when we are legally allowed to do so. This will only be where it is in our legitimate interests to do so and where we are confident that such processing is not likely to prejudice your legitimate interests or rights and freedoms.

Where we are processing your personal data on the basis of consent that you have given us, you are entitled to withdraw that consent at any time such that we can no longer rely on it as a basis for continuing to process your personal information.

## Your rights

You retain control of how we use your data and you have the right to ask us to rectify any inaccuracies or to stop processing your personal information, which we will do. In some circumstances we may legally be required to retain your personal information. However, this will be discussed with you depending on your requirements and does not apply if we are processing your data to contact you regarding, or sending you, marketing materials. Please call us on 01422 372833 if you have any concerns.

You have the 'right to be forgotten' if we are processing your data on the basis of consent, unless there are other legal grounds and obligations that require us to keep your personal data. In this case any personal data we hold would be erased and we would be unable to fulfil any requests about the information we had held retrospectively.

You also have the right to request a copy of the information we hold about you. If you want to access your information, please contact: WT Knowles & Sons Ltd, Ash Grove Pipe Works, Elland, West Yorkshire, HX5 9JA.

## Complaints Policy

If you would like to raise a concern or make a complaint about how we process your personal data, or about any of the services provided by WT Knowles, we encourage you to speak to or write to us and the matter will be fully investigated by one of our Directors and we will report back to you within 20 working days of the original complaint.

Please do revisit this policy each time you consider giving your personal information to WT Knowles.



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## Changes to this Privacy Statement

This statement may change from time to time. If we make any significant changes to this policy, we will publicise these changes clearly on our website.

Please note that this Privacy Policy will be updated to reflect the requirements of the General Data Protection Regulation, which is expected to become law in the UK on 25 May 2018.

## General Data Protection Regulation

Under the General Data Protection Regulation, which will become law in the UK on the 25th May 2018, you are also granted a number of additional rights. These include:

The right to rectification

The right to erasure

The right to data portability

The right to object

Rights in relation to automated decision making and profiling

For more information on these rights please read the relevant guidance issued by the Information Commissioner's Office (ICO).

## Other websites

This Privacy Policy only relates to information that we obtain from you or via third parties if you've given them permission to share your information.

If you visit a website operated by a third party through a link included on our website your information may be used differently by the operator of the linked website. You are advised to read their Privacy Policy/Statement.

12-02-2018

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Elland  
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