

## **GDPR Privacy Policy**

This Policy explains when and why we collect personal information about people who visit our website, contact us, visited by us or are referred to us by a 3<sup>rd</sup> party - how we use it, the conditions under which we may disclose it to others and how we keep it secure.

Note: for the purposes of this policy, Personal Information may refer to your name, job title, business address & telephone number, email address & IP address.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes.

Any questions regarding this Policy and our privacy practices should be sent by e-mail to [sales@drivelines.co.uk](mailto:sales@drivelines.co.uk) or by writing to Drive Lines Technologies Ltd, 45 Murdock Road, Bedford MK41 7PQ. Alternatively, you can telephone 01234 360689.

### **Who are we?**

Drive Lines Technologies Ltd (hereinafter referred to as Drive Lines) is an independent, privately-owned company representing a number of manufacturers from across the world within the mechanical power transmission and processing industry in Great Britain and Ireland. Established in 1985 and BS EN ISO 9001:2015 approved, we are proud to serve market leaders in many machinery disciplines. Our mission is to provide reliable, versatile and cost-effective solutions. Service, quality and product excellence is at the heart of our success.

### **How do we collect information from you?**

We obtain information about you when you use our website, when you contact us with a product enquiry, when you are referred to us by our principals, when you purchase a product or if you receive a visit from one of our representatives.

### **What type of information is collected from you?**

The personal information we collect might include your name, job title, business address & telephone number, email address, IP address, information regarding what web pages are accessed & when and information pertaining to specific products & applications discussed. These details are normally entered on our CRM database. If you purchase a product from us, your company trading details are held on our secure Sage accounting system.

### **How is your information used?**

We may use your information to:

- Process quotations in response to enquiries made
- Process orders that you have submitted
- To carry out our obligations arising from any contracts entered into by you and us

- To seek your views or comments on the services we provide
- To notify you of changes to our services
- Send you communications which you have requested and those that may be of interest to you. These may include information about promotions of our products and services.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations.

### **Why we need to keep your information – data retention**

We have a legitimate business interest to keep customers' information. Our products are used in manufacturing machines which are expected to serve for many years. During this time we may need to support our customers with technical information, spare parts or replacement products. This is only possible if we can access the original contract and correspondence with all stake holders. We do not maintain paper archives beyond 15 years.

In the case of prospects or potential customers from whom we have received enquiries and/or to whom we have issued quotations, many of these projects can take some years to come to fruition, particularly in certain markets such as infrastructure and nuclear. To be able to support these potential projects we have a legitimate business interest to maintain prospect information for 5 years.

In the case of customers and prospects with whom we have previously been corresponding and who have now left that company, their personal information will be removed from our database as soon as we are made aware of the changes.

### **Who has access to your information?**

We will never sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf:

We may pass your information to our third party service providers when it is necessary to do so in the processing of a purchase order or enquiry. These may include our principals, shipping companies and other associated organisations. However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes or for any other reason, unless we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

We will not contact you for marketing purposes by email, phone, text message or post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: [sales@drivelines.co.uk](mailto:sales@drivelines.co.uk) or calling 01234 360689.

### **How you can access, update or request removal of your information – your rights**

The accuracy of your information is important to us. Individuals have a right of access to personal information retained by Drive Lines.

Personal information is retained in several areas of the business:

- Our CRM 'ACT' database contains company and individual contact records
- Our Sage accounting system contains company details
- Outlook e-mail folders will contain archived e-mail traffic
- Hard copy archived printed material will contain records of past transactions and quotations

On request, Drive Lines will provide access to personal information. Where it is practical to do so, this information will be transferred electronically to the requestor, for example a 'screenshot' of the CRM contact record. Where it is not practical or reasonable to transfer information, the requestor will have the opportunity to visit our site to be shown the information in person.

Individuals have the following rights concerning their personal information:

- **Right to be Informed** – as per this GDPR Privacy Policy on our website
- **Right of Access** – as explained above
- **Right to Rectification** – individuals can request their information be corrected
- **Right to Erasure** – also known as the **Right to be Forgotten** – individuals can request their information be deleted
- **Right to Restriction** – individuals can request their data be used for certain purposes only
- **Right to Data Portability** – individuals can request their data be transferred for use for other purposes
- **Right to Object** – individuals can object to the use of personal information for specific activities

### **Security precautions in place to protect the loss, misuse or alteration of your information**

When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information (such as credit or debit card details) is destroyed immediately following processing.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our password protected systems. For further information on our data security, please see our Data Protection Policy.

### **Data breach notification**

In the event of a data breach of personal information, where this is likely to result in a high risk to the rights and freedoms of individuals, Drive Lines is required to communicate the nature of the personal data breach together with any action Drive Lines has taken in respect of said breach to the data subject concerned, without undue delay but within 72 hours of Drive Lines being made aware of a breach. There are however some circumstances when the notification to the data subject is not required, including:

- Drive Lines has implemented appropriate technical and organisational protection measures in respect of the personal data affected by the breach (such as encryption)
- Drive Lines has taken subsequent measures which ensure that the high risk to the rights and freedoms of individuals is no longer likely to arise
- It would involve disproportionate effort

### **Profiling**

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with relevant information if you have given us prior consent. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

### **Use of 'Cookies'**

Like many other websites, the Drive Lines website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better more personalised service.

### **How we use 'Cookies'**

We use third-party cookies to help identify your computer so we can tailor your user experience. To agree to cookie usage, please click the AGREE option on the popup window. Click DECLINE if you want to restrict third-party cookie usage.

You can disable and/or delete any cookies already stored on your computer.

Turn off cookies in Chrome

<https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>

Turn off cookies in Internet Explorer

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

We use Functional Cookies:

- To offer Live Chat Support (future intention)
- To track the pages you visit via Google Analytics to better identify your interests. This is done anonymously.

We use Targeting Cookies:

- To allow you to share pages with social networks such as Facebook, Twitter and Google Plus

Any information gained from using cookies will not be shared by Drive Lines with third parties.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of external sites, even if you access those external sites using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site, and recommend that you check the policy of that third party site.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

### **Review of this Policy**

We keep this Policy under regular review. This Policy was last updated in May 2018.