

Privacy Policy

At Pneumatrol we are committed to processing personal information about our customers in ways that comply with our legal obligations under GDPR (General Data Protection Regulations) as well as being clear with our customers about what we do with their personal information. Some of the key points of Pneumatrol's privacy statement are:

- **We do not** sell your personal data to third parties
- **We do** make it easy for you to manage your information, you can unsubscribe using the link at the bottom of any email we send you
- **We do** use data to give you the best experience with Pneumatrol, for example to provide the best customer service and ensure information we share is relevant, useful, and timely

This document covers information we collect about you, whether via our website: www.pneumatrol.com through our customer service or sales facilities, our distributors or otherwise. Please read it carefully to understand how your personal information will be treated.

INFORMATION WE MAY GATHER FROM YOU

- Name
- Company name
- Job title
- Company address
- E-mail address
- Phone numbers
- IP address
- Cookies
- Other information relevant to client enquiries
- Any other personal information that you choose to provide to us when you complete our online contact forms or otherwise contact us

HOW WE USE THIS INFORMATION

- To maintain our relationship with you whilst you are a customer or potential customer.
- To process orders and provide agreed goods and services to you.
- For invoicing, processing payments, account set up and maintenance.
- To communicate with you, including to respond to information requests /enquiries submitted and/or to obtain your feedback on our products and services.
- For record keeping, statistical analysis and internal reporting.
- To notify you about changes to our products and services.
- To send you promotional emails about products, services, offers and other things we think may be relevant to you.
- To notify you about price changes.
- To notify you of any important announcements.
- To monitor the quality of our products and services.
- To investigate any complaint you make.
- To provide evidence in any dispute or anticipated dispute between you and us;
- As we may otherwise consider necessary to support the operation of our Website.

LEGAL BASIS FOR PROCESSING

In terms of the legal bases we rely on to process your personal information, these are as follows:

- where you have provided your consent: for direct marketing communications in respect of our own products and services, including in respect of marketing communications sent by electronic means (e.g. email)
- for the performance of a contract with you (such as a contract for the provision of goods and services) or to take steps at your request prior to entering into this contract;
- to comply with legal obligations, including in relation to health and safety and environmental legislation, performing anti- money laundering, terrorism prevention and sanctions screening checks, complaints and investigations or litigation;
- to protect your vital interests or the vital interests of another person, e.g. where you or they are seriously injured or ill, or
- for our legitimate interests in:
 - management of your account (including processing payments) and our relationship with you, and communicating with you
 - operating our Websites
 - sending direct marketing in respect of our own products and services where you have not provided your consent and the marketing communication is sent by non-electronic means (e.g. post or telephone); processing orders and supplying our products and services; and
 - our internal business purposes which may include processing for the purposes of: record keeping, research, reporting and statistics, data security, to ensure the quality of our products and services, investigating and responding to queries and complaints, obtaining credit references and credit checks, providing payment performance data to credit reference agencies, changing our pricing, debt collection, fraud detection and prevention, risk management, recruitment and training of our personnel, and protecting our rights, property and safety (and that of others). You can object to processing carried out on the basis of our legitimate interests at any time by emailing sales@pneumatrol.com

HOW WE SHARE YOUR PERSONAL INFORMATION

When we use your personal information for the purposes specified above, we may share your personal information with:

- third party provider(s) who provide the following types of services to us: marketing, logistics, software and customer relationship management;
- third party providers, distributors, or agents we appoint as our sales agents or to perform services on our behalf, who are provided with access to certain Pneumatrol customer account details in order to process sales or provide services on our behalf.
- licensed credit reference agencies, debt collection agencies and lawyers when we carry out credit checks, to report on your payment performance and/or or seek to recover debts due to us;
- our accountants, auditors, lawyers, or similar advisers when we ask them to provide us with professional advice;
- investors and other relevant third parties in in the event of an actual or potential sale or other corporate transaction related to Pneumatrol Limited;
- any other third parties, if authorised by you to do so.
- **We do not** sell your personal data to third parties

How long we keep your personal information

We retain your personal information for no longer than is necessary for the purposes for which the personal information is collected. When determining the relevant retention periods, we will take into account factors including:

legal obligation(s) under applicable law to retain data for a certain period of time;
statute of limitations under applicable law(s);
(potential) disputes, and;
guidelines issued by relevant data protection authorities.
Otherwise, we securely erase your information once this is no longer needed.

USE OF COOKIES ON OUR WEBSITE

Our website uses cookies to better the user's experience while visiting the website. Where applicable, our website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows our website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from our website onto their computers hard drive, they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

Our website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics, which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information <http://www.google.com/privacy.html>.

CONTACT & COMMUNICATION

Users contacting this website, and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time when it is no longer required or has no use, as detailed in the Data Protection Act 1998. Every effort has been made to ensure a safe and secure form to email submission process but we advise users using such form to email processes that they do so at their own risk. This website and its owners use any information submitted to provide you with further information about the products / services they offer or to assist you in answering any questions or queries you may have submitted. This includes using your details to subscribe you to any email newsletter program the website operates but only if this was made clear to you and your express permission was granted when submitting any form to email process. Or whereby you the consumer have previously purchased from or enquired about purchasing from the company a product or service that the email newsletter relates to. This is by no means an entire list of your user rights in regards to receiving email marketing material.

Marketing

We may send you direct marketing in relation to our own products and services by e-mail as long as this is in line with any marketing preferences that you have provided to us.

We will only send you direct marketing in relation to our own products and services by email:

- where you have consented to this; or
- where you have not objected to this.

Your agreement to the use of your personal information for direct marketing purposes is optional and if you choose not to consent, your visit to and use of our Website will not be affected.

You can choose to opt out of receiving direct marketing information from us at any time, through the 'Unsubscribe' link at the bottom of any Pneumatrol email you receive, or by contacting us directly:

- by mail – Pneumatrol Ltd, West End Business Park, Blackburn Road, Oswaldtwistle, Nr Accrington, Lancashire, BB5 4WZ
- by email – sales@pneumatrol.com
- by telephone – +44 (0) 1254872277
- by filling in the [quick quote form](#) or [contact us form](#) on our website.

SOCIAL MEDIA PLATFORMS

Communication, engagement, and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. Neither this website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

SHORTENED LINKS IN SOCIAL MEDIA

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses]. Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published, many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

CONTACT US

For further information regarding this Privacy Policy or to make a complaint please contact us at sales@pneumatrol.com or by calling 01254872277