

## **PRIVACY POLICY**

### **Account information**

We use your contact information to send transactional communication via email. This could include confirming purchases you've made, arranging delivery of orders you have placed, providing customer support regarding queries, responding to quote requests and product queries. We will also use the phone information that you have provided for this as well. We will retain your account information for as long as we continue to resume an active business relationship. After a reasonable period of inactivity, we will delete all personal identifiable information on the account. If this is not possible, for example in the event of details of an account relating to that of a sole-trader which could reveal personal information, we would then anonymize the data.

### **Website Analytics**

We collect information about your computer, phone, tablet, or other devices you use to access our website. We also collect information through your device about your operating system, browser type, IP address, URLs of referring/exit pages, device identifiers. We use this data to analyze how people are using our website and to offer a better service dependent on the device you are using.

### **Supplementary Data**

We may obtain supplementary data from other publicly available databases. Examples include linking a LinkedIn profile against your contact record, obtaining company information from Chamber of Commerce etc. We use this information to expand on the data we've already collected to analyze the accuracy of our records and to ensure we are offering relevant products to you.

### **Security and functionality**

We will use the information you have provided to us to market our products which we believe may be of interest to you. We will retain the information regarding your preferences for a period of two years. If we don't hear from you over the next couple of years, you will be removed from our marketing email shots. In the meantime, you can control whether you want to stop receiving these communications by emailing to us.