



KEITH RENNIE MACHINERY LTD PRIVACY POLICY

Keith Rennie Machinery Ltd (referred to in this policy as KRM, we or us) is committed to protecting and respecting your privacy and the security of your personal information.

This policy sets out the basis on which we collect personal data from you, or that you provide to us, or will be used by us. Please read this policy carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purposes of the data protection legislation, the data controller is Keith Rennie Machinery Ltd of Clay Pit Lane, Bar Lane Industrial Estate, Boroughbridge, North Yorkshire YO51 9LS. Questions, comments or requests regarding this policy can be sent to this address or alternatively e-mail info@krm-ltd.co.uk.

We collect different information about you for the following reasons:

- To provide goods or services to you, either at your request or to fulfil an order
- In our legitimate interests to help improve or monitor the products or services we offer, unless any of those legitimate interests are overridden by any of your interests or fundamental rights.

When do we collect information

We collect information on you :

- When you place an order or sign up to a trading account
- When you request a leaflet following enquiries about our products by telephone call, from the KRM website or in person e.g when visiting an exhibition or dealer open day

Type of personal data we collect

We collect the minimum information we need from you in order to process an order including your full business trading title, a contact name, invoice address, delivery address (if different), telephone number and e-mail address. If we are opening a trading account for you, we will also ask for details of an account contact and also ask for trade references. Failure to provide the above information may result in us being unable to fulfil and order or open a trading account.

In processing your order (or opening a trading account), we may use your personal information in the following ways:

- To provide you with our products and services, including managing, processing and despatching your orders and processing payments
- To manage your customer or credit account and keep records of past purchases
- To contact you regarding your order if there is a change to product or service offered

- To e-mail you about other products and services which we think may be of interest to you based on your previous purchases and enquiries (if you have given us permission to do so)

To improve the quality of the service we offer, when you make an enquiry or place an order we may also ask you about the nature of your business to give a better understanding of your requirements. You do not need to provide this information to place an order or open a trading account.

Legitimate interest

We may use your personal data for our legitimate business interests in order to allow us to provide the best services and customer experience and to ensure our service remains relevant to your needs. For example, we may rely on our legitimate interest to process your personal information for the following purposes:

- Marketing related to the products and services compatible with the purpose for which we originally gained the information
- To send you company or product updates, newsletters or other marketing communications
- To enhance, modify, personalise or otherwise improve our services and communications for your benefit
- To determine the effectiveness of promotional campaigns to inform marketing strategy

When will we share your personal data ?

We will not share your personal data with any third parties for marketing purposes without your express consent.

We may have to share your personal data with selected third parties and in these circumstances we require these third parties to respect the security of your data and treat it in accordance with the law.

You agree that we have the right to share your personal information with selected third parties including :

- Dealers, business partners, suppliers and contractors
- Credit reference agencies for the purpose of assessing your credit score when this is a condition of us entering into a contract with you
- Exchanging information with other companies and organisations for the purposes of fraud protection and credit risk protection

All our third party service providers are required to take appropriate measures to protect your personal information. We do not allow third party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions

Where will we store your personal data ?

All digital information you provide to us is stored on a password protected server and all physical information (invoices etc) in locked storage.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site. ; any transmission is at your own risk. Once we have received the

information, we will use strict safeguarding procedures and security features to try and prevent any unauthorised access

How long will we retain your personal data ?

We will only store your personal information for as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements.

We will keep your data for the period of time you hold an account with us, to enable us to contact you, keep a record of past business transactions and supply you with new orders. We will not keep your personal information any longer than is necessary to fulfil our obligations to you or to meet our legitimate business interests or legal requirements

Your legal rights

It is important that the personal information we hold about you is accurate and up to date. Please keep us informed if your personal information changes at any point

You have the following rights:

- **Access** enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it
- **Rectification** enables you to have any incomplete or inaccurate information we hold about you corrected
- **Erasure** enables you to ask us to delete or remove personal information where there is no good reason for us to continue processing it
- **Restrict Processing** enables you to ask us to suspend the processing of personal information about you, for example if you want us to confirm the accuracy of the data or the reason for processing it
- **Data Portability** enables you to request the transfer of your personal information to another party. You have the right to obtain from us all personal data which you have provided to us in a structured, commonly used and machine readable form, provided that such data was processed based on your consent, or for the purpose of a contract between us and the processing was carried out by automated means
- **Object** enables you to object, on grounds relating to your particular situation, to processing of your personal information where we are relying on a legitimate interest or those of a third party

You also have the right at any time to ask us not to process your personal data for direct marketing or profiling purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which overrides your rights and freedoms

If we process your personal data for automatic decision making or profiling purposes, we will ensure that we tell you about this beforehand and will only do this where it is a necessary to perform the contract with you and appropriate measures are in place to safeguard your rights. Automatic decision making will only be carried out in exceptional circumstances, with your explicit written consent and where appropriate measures are in place to safeguard your rights

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, then please contact the data controller in writing at the address detailed at the end of this policy

You will not have to pay a fee to access your personal information, or to access any of the other rights. However, we may charge a reasonable fee if your request is clearly unfounded or excessive or we may refuse to comply with the request in these circumstances.

We may need to request specific information from you to help us confirm your identity and to validate your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Right to withdraw consent

In the limited circumstances where you have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent please contact the data controller using the details below. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose you originally agreed to, unless we have another legitimate basis for doing so in law.

Third Party Websites

Our site may contain links to our partner websites, networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept responsibility or liability for them. We advise you to check these policies before you submit any personal data to these websites.

Changes to our Privacy Policy

Any changes we make to our privacy policy in the future will be posted on this website page and, where appropriate, will be notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy

Contact

If you have any questions about this privacy policy or how we handle your personal information, including requests to exercise your rights, please contact the data controller by writing to Keith Rennie Rennie Machinery Ltd, Clay Pit Lane, Bar Lane Industrial Estate, Boroughbridge, North Yorkshire YO51 9LS or by e-mail to info@krm-ltd.co.uk

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