



## **Tools of the Trade Limited – Privacy Policy**

This privacy policy sets out how Tools of the Trade Limited (as a data controller) uses, discloses and protects any personal data/information that you provide us. This policy also includes information around the choices individuals have with respect to this information.

Tools of the Trade are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified you can be assured it will only be used in accordance with this privacy statement.

Tools of the Trade may change this policy from time to time, but will inform you if that is the case. This policy is effective from 25<sup>th</sup> May 2018.

### **What we collect**

It's in Tools of the Trade's legitimate business interest to keep its customers, suppliers and contacts informed of our latest content, products and services and to manage and administer their purchases.

We process customer and client data and use direct marketing as part of this legitimate interest. It's necessary for us to use a variety of direct marketing channels and messages to ensure our contacts are kept informed and wherever possible we make sure the messages we send are targeted and relevant. Any direct marketing we undertake complies with e-privacy rules on consent.

We will keep your data safely and securely for as long as necessary or according to your instructions, and we review the data we hold at least once every two years. If you'd like more information about how we store your data, please contact us directly.

We may collect the following information:

- Name and job title
- Contact information including email and business postal addresses
- Other information relevant to daily business activities, including customer surveys

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails and brochures about new products, special offers or other information which we think you may find interesting using the contact information provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

## Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## Third parties

Tools of the Trade use an external CRM company's system to track sales. Any personal data we share is on the basis that the data will not be shared and is securely protected by the partner under a lawful basis of legitimate interest and according to the requirements of the GDPR.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

## Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or [emailing us](#) or by calling us. You may also unsubscribe using the link provided within any direct marketing emails.

You may request details of personal information which we hold about you at any time.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us. We will promptly correct any information found to be incorrect within 1 month.

If you wish to have your personal information deleted from our records, you can write to us, email us or call us have the right to request your personal information be erased. We will respond within 1 month.

Please feel free to contact us if you have any questions about this Privacy Policy or if you are seeking to exercise any of your statutory rights.

Our contact details are as follows:

Tel: +44(0)1527 579 666

Email: [sales@tools-trade.net](mailto:sales@tools-trade.net)

Head Office: Hazledine House, Saxon Business Park, Bromsgrove, Worcestershire B60 4AD

## Data Protection Authority

You have the right to raise a concern or lodge a complaint with a supervisory authority. In the case of residents of the UK please see <https://ico.org.uk/>

Tools of the Trade commit to recording and, where necessary, reporting personal data breaches to the Information Commissioners Office within 72 hours.