Permarock Products Ltd **Privacy Policy**

Permarock Products Ltd, Jubilee Drive,
Loughborough, Leicestershire, LE11 5TW

Email: permarock@permarock.com
Registered in England and Wales: 01867923

Privacy Policy

Permarock Products Ltd is the controller responsible for the personal information described in this Privacy Policy. This notice explains how we collect, use, share, retain and protect personal information when you use our website or contact us about our services.

Permarock Products Ltd operates www.permarock.com (the "Site"). This page informs you of our policies regarding the collection, use, and disclosure of Personal Information we receive from users of the Site. This Privacy Policy explains what personal information we collect, why we use it, the lawful bases we rely upon, who we may share it with, how long we keep it, and the rights available to you under UK data protection law.

Who we are

Permarock Products Ltd is the data controller for the personal information described in this Privacy Policy.

Personal information we collect

The personal information we collect may include:

- your name;
- email address;
- telephone number;
- organisation and job details;
- information contained within an enquiry or other correspondence;
- marketing and communication preferences;
- IP address;
- browser type and version;
- device information;
- pages visited;
- dates and times of visits;
- information about how you interact with our Site; and
- cookie and analytics information.

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include but is not limited to your name ("Personal Information"). We generally collect this information directly from you when you contact us, submit an enquiry, communicate with us, subscribe to communications, or use our Site. Certain technical information may also be collected automatically when you use the Site.

How we use personal information and our lawful bases

We use personal information for the following purposes:

- **Enquiries and communications**

  We use your contact details and information contained within your enquiry to respond to you and provide information about our services. We rely on our **legitimate interests** in managing enquiries, communicating with customers and prospective customers, and promoting our services.

- **Providing services and taking steps before entering into a contract**

  Where you ask us to provide a service or take steps before entering into a contract, we process relevant personal information where this is **necessary for the performance of a contract or to take steps at your request before entering into a contract.**

- **Operating and improving our Site**

  We use technical and website usage information to operate, secure, maintain and improve our Site and understand how visitors use it. Depending upon the technology involved, we rely on our **legitimate interests** in operating and improving our Site or **consent** where this is required under applicable cookie and electronic communications law.

- **Marketing communications**

  We may use your contact details to send newsletters, updates or promotional information about our services where we have **your consent or another lawful basis that permits us to do so**. You can opt out of marketing communications at any time by using the unsubscribe link contained in our emails or by contacting us.

We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

Where we rely on legitimate interests, we consider whether the processing is necessary for our interests and balance those interests against your rights, interests and freedoms.

Log data and website analytics

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data").

When you visit our Site, we may automatically collect technical information about your visit. This may include your IP address, browser type and version, device information, pages visited, the date and time of your visit, time spent on particular pages and other website usage information.

In addition, we may use third-party services such as Google Analytics that collect, monitor, and analyse this.

We may use analytics providers, including Google Analytics, to help us understand how the Site is used. Where analytics technologies require consent under applicable cookie law, they will only be used where the necessary consent has been obtained.

Sharing personal information

We may share personal information with trusted service providers who help us:

- operate and host the Site;
- manage enquiries and communications;
- provide email and marketing services;
- host or support our IT systems;
- analyse website use;
- provide professional or legal advice; or
- meet our legal and regulatory obligations.

Where third parties process personal information on our behalf, we require them to process it only in accordance with our instructions and to provide appropriate protection for the information.

We may also disclose personal information where required by law, regulation, court order or a competent regulatory or law-enforcement authority, or where necessary to establish, exercise or defend legal claims.

International transfers

Some of our service providers may process personal information outside the United Kingdom.

Where personal information is transferred internationally, we take appropriate steps to ensure that the transfer complies with applicable UK data protection law. Depending on the destination and circumstances, these safeguards may include:

- UK adequacy regulations;
- the UK International Data Transfer Agreement;
- the UK Addendum to the EU Standard Contractual Clauses; or
- another lawful transfer mechanism.

You can contact us if you would like further information about the safeguards that apply to transfers of your personal information.

Cookies

Cookies are small files that websites place on your device. They may contain identifiers and other information that enables a website to recognise your browser or device.

We use cookies and similar technologies to operate our Site, remember preferences, understand how the Site is used and, where applicable, support analytics or marketing activities.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Some cookies are necessary for the Site to function and do not require consent. Where cookies or similar technologies require consent, we will ask for your consent before placing or accessing them. You can change your choices through WPConsent.

How long we keep personal information

We keep personal information only for as long as necessary for the purposes described in this Privacy Policy, including to:

- respond to enquiries;
- provide our services;
- maintain appropriate business records;
- comply with legal and regulatory obligations;
- resolve disputes and establish, exercise or defend legal claims; and
- operate and improve the Site.

Where we cannot specify an exact retention period, we determine the appropriate period by considering the nature and sensitivity of the information, why we collected it, applicable legal or regulatory requirements, and whether the information remains necessary for the purpose for which it was collected.

Your data protection rights

Depending on the circumstances, UK data protection law gives you rights in relation to your personal information. These may include the right to:

- request access to your personal information;
- request correction of inaccurate or incomplete personal information;

- request erasure of your personal information in certain circumstances;
- request restriction of processing in certain circumstances;
- object to processing, including processing based on legitimate interests and direct marketing;
- receive personal information you have provided to us in a portable format where the right to data portability applies; and
- withdraw consent at any time where we rely on consent. Withdrawal of consent does not affect the lawfulness of processing carried out before consent was withdrawn.

These rights are not absolute and may be subject to exemptions or limitations under applicable data protection law.

To exercise your rights, please contact us at permarock@permarock.com

Security

The security of your personal information is important to us.

Remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

We use appropriate technical and organisational measures designed to protect personal information against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access. We regularly review our security arrangements and update them where appropriate.

However, no system or method of transmitting information over the internet can be guaranteed to be completely secure.

Changes to this Privacy Policy

This Privacy Policy is effective as of the date mentioned above and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We may update this Privacy Policy from time to time to reflect changes to our processing activities, services, legal requirements or other relevant circumstances.

We reserve the right to update or change our Privacy Policy at any time, and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgement of the modifications and your consent to abide and be bound by the modified Privacy Policy.

Contact us

If you have any questions about this Privacy Policy, how we use your personal information, or wish to exercise your data protection rights, please contact:

Permarock Products Ltd

Email: permarock@permarock.com

Address: Permarock Products Ltd, Jubilee Drive, Loughborough, Leicestershire, LE11 5TW

Complaints

If you have concerns about how we use your personal information, please contact us in the first instance so that we can investigate your concerns.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

Information Commissioner's Office Website: https://www.ico.org.uk