

Instarmac Privacy Policy

Instarmac Group plc take looking after your data seriously and this policy explains how we use any personal information we collect about you. If you require any further information or would like to contact us about your data then please feel free to email us at:

dataprotection@instarmac.co.uk

What information do we collect about you?

We collect information when we set up an account for you or when you place an order. We keep the information we collect directly from you down to the minimum we require to provide the best possible service to you, and we will ask you periodically to help us update this information to keep it accurate. The information we typically keep includes:

- Billing and delivery addresses.
- Bank details where required.
- Contact information such as email addresses and telephone numbers of those we communicate with about the account or orders as well as their job title or position with the account holder.
- Electronic communications, for example when you email or fax an order to us or communicate with us on social media etc.
- Recordings of telephone calls into our call centre.
- Visitor logs when you visit us here, which may include vehicle registration.
- Details of any feedback, support, survey responses or technical requests.
- Meeting minutes or notes from discussions that take place between us.
- Proofs of delivery of goods that have been signed for on delivery which may also include photographs taken on site of the delivery in progress. Some of our vehicles are fitted with dash-cams and may inadvertently capture images of people when moving for insurance purposes in the event of an accident.
- Any other information you provide to us through day to day trading.
- Photographs that may be taken at events organised by Instarmac and site visits.
- Technical reports and specifications written as part of advice or an investigation requested by our customers. These may include photographs taken to support site conditions.
- Certain activity and details when you visit our website or social media channels as detailed in our Website Privacy Policy at www.instarmac.co.uk/privacy-policy/.

We may also keep information that has been provided from other sources or is generated by us, such as:

- Financial information from Companies House.
- Credit scoring information from recognised credit reference agencies.
- Account and payment history of your transactions with Instarmac.
- Order pattern information for goods you purchase from us.

How do we use the information we collect?

We use the information we collect to provide the best possible service to you. The information allows us to:

- Process orders and arrange delivery.
- Notify you of delivery or any potential issues with your order.
- Manage your account and take payment.
- Offer goods on credit where appropriate.
- Support you when you have a problem you need help with.
- Ensure we have materials in stock when you need them.
- Maintain a good level of communication with you.
- Keep you up to date with Instarmac, our products, services and special offers.

Without the full information that we collect, it is unlikely we would be able to offer you our full range of service to the highest standard.

What is the legal basis for us collecting your data?

Under the General Data Protection Regulation all personal data collection must only be done within certain conditions. The information we collect about you is kept on the condition that it is:

- Necessary for the performance of a contract with the data subject (you) or to take steps for us to enter into a contract,
- Or necessary for the legitimate interests of Instarmac except where such interests are overridden by the interests, rights of freedoms of the data subject (you).

Our legitimate interests include ensuring we can offer the level of service expected by our customers, communicating with our customers via the paths they expect, and protecting Instarmac when offering goods on credit.

Who might we share your information with?

It is our aim not to share personal data outside of Instarmac unless absolutely required. Sometimes, in order to provide the best possible service we may have to share some of your data with:

- Transport companies, hauliers, and others within our supply chain in order to arrange delivery of your goods.
- Credit reference agencies to assess offering credit terms where appropriate.
- Financial service providers such as our bank or payment processing providers.
- Insurance providers where relevant to a claim or taking out a policy.
- Legal service providers or the courts in unavoidable circumstances.

We may also on occasion include a customer or supplier in a case study or press release for marketing purposes, but we will always ask your permission first and discuss what information may be included.

We may, where necessary, share information with law enforcement personnel.

How long will we keep your information for?

We like to keep your data only for as long as it is needed and it is accurate. We will endeavour to keep in touch and update the information we have periodically to make sure it is still relevant and you can ask us to update anything you believe is no longer accurate at any time. Account data will typically be kept for the lifetime of the account, updated where necessary to keep it correct. Certain information regarding an account may be kept for up to six years where it is relevant to our accounting obligations.

Will we use your information for any other purposes in the future?

We are always looking to improve the level of service for our customers and so how we use your information may change in the future. When it does change we will keep you updated with new privacy notices such as this one. Improved customer relationship management and electronic trading systems are two of the areas where we can see changes taking place in the future.

Your Rights

Everyone has rights when it comes to their personal data. Under the General Data Protection Regulation you have:

The Right to be Informed

- We must keep you informed about the information we collect and what we do with it. One of the ways we do this is with Privacy Notices such as this one which we will update when something changes.

The Right of Access

- You have the right to request access to the information we have collected about you without delay and within one month of your request.
- Where your request may relate to a broad range of data we may ask you to specify the exact data you require.
- This service is offered free of charge, but repeat or excessive requests may incur a reasonable fee.
- In some circumstances we may refuse the request or only supply some of the information we have, in which case we will explain to you our reasons for doing so within one month of your request and you will have the right to complain to the Information Commissioner's Office (ICO).

The Right to Rectification

- You have the right to ask us to correct information we have about you that is incorrect and we must respond within one month.
- If we have disclosed the incorrect information to a third party then we must also ensure that they make any required correction.
- In some circumstances we may refuse the request in which case we will explain to you our reasons for doing so within one month of your request and you will have the right to complain to the Information Commissioner's Office (ICO).

The Right to be 'Forgotten'

- You have the right to ask us to delete information we have on you where you believe there is no further reason for us to have it.

The Right to Restrict Processing

- You have the right to ask us to stop further processing of your information.

The Right to Data Portability

- You have the right to ask us for an electronic copy of your information that you have provided us directly where processing is automated.
- In some circumstances we may refuse the request, in which case we will explain to you our reasons for doing so within one month of your request and you will have the right to complain to the Information Commissioner's Office (ICO).

The Right to Object

- You can object to our processing your information based on our legitimate interests of where used for direct marketing.
- We will stop processing your information unless we can demonstrate legitimate grounds for continuing or where we are processing your information for the establishment, exercise, or defence of legal claims.
- If you object to direct marketing we must halt the processing immediately. If you do not want to receive any further marketing materials or wish to tell us about your communication preferences, then please contact us at unsubscribe@instarmac.co.uk.

The Right not to be Subject to a Decision Based on Automated Processing which Produces a Legal or other Significant Effect on You

- You have the right to obtain human intervention, to express your point of view on the decision, and to obtain an explanation of the decision and challenge it.
- This right does not apply to decisions that are necessary for entering into or performance of a contract between us, is authorised by law, or we have your consent.

You can withdraw your consent to any information collection or processing to which you previously consented at any time.

You can also lodge a complaint with the Information Commissioner's Office (ICO) at any time.

If you would like to exercise any of your rights regarding the information we hold on you then please contact us at dataprotection@instarmac.co.uk.