

# Clofield Limited Privacy Policy

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Registered in England no. 2529490

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## Privacy Policy

The purpose of this privacy policy is to give you a better understanding of:

- what information do we collect?
- what we do with the information we gather?
- how do we use this information?
- your rights and
- other useful privacy and security related matters.

We hope you take the time to read this policy. It is important to check back often for updates to this policy. If we make changes we consider to be important, we will let you know by placing a notice on the relevant Service and/or contact you using other methods such as email.

## What information do we collect?

Unless you contact us, use our shop or fill in a VAT declaration this website will not store any personal information about visitors.

We collect information about you during the VAT declaration process. This information may include, but is not limited to your name, postal address, e-mail address and phone number. We may also collect information from you if you request information or customer support.

Not all the personal information we hold about you will always come directly from you. We may also collect information from third parties such as our partners, service providers and publicly available websites.

We will only collect the following information if you request to join our mailing list:

- name and job title
- contact information including email address

Also if you place an order via our online shop we will keep the following details on our system for future reference

- name

- address
- products purchased

## **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 about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

## **How do we use this information?**

We process personal information for the purpose of providing evidence of a VAT exclusion declaration:

### **VAT Declaration form:**

We use personal information such as your name, address, email address and phone number as proof of your statements about receiving goods VAT free. We may also use personal information to enforce our terms and conditions. Marketing and events: we use personal information to deliver marketing and event communications to you via email or telephone to alert users of offers and updates to our system. We will do this during the period of your relationship with us and, unless specifically instructed otherwise by you, for a reasonable period of time after the relationship has ended in order to inform you about products, services, promotions and special offers which we think may be of interest to you.

If we send you a marketing e-mail, it will include instructions on how to opt out of receiving these marketing communications in the future. Please allow up to 48 hours for any changes you make to your marketing preferences to be fully processed. Please remember that even if you opt out of receiving marketing emails, we may still send you important Service information related to your system. Legal and regulatory obligations: We may be required to use and retain personal information for legal and compliance reasons, such as the prevention, detection, or investigation of a crime; or fraud. We may also use personal information to meet our internal and external audit requirements, information security purposes, and as we otherwise believe to be necessary or appropriate: (a) under applicable law, which may include laws outside your country of residence; and (b) to respond to requests from courts, law enforcement agencies, regulatory agencies, and other public and government authorities, which may include such authorities outside your country of residence.

## **How is the information shared?**

Your personal information may be transferred or disclosed to a relevant nearby local authority or supplier of our product to provide you with a local representative.

**Third parties for legal reasons:** We will share personal information when we believe it is required, such as:

To comply with legal obligations and respond to requests from government agencies, including law enforcement and other public authorities, which may include such authorities outside your country of residence; In the event of a merger, sale, restructure, acquisition, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings); and to protect our rights, users, systems, and Services.

## Your rights

Under the General Data Protection Regulation, you, as a data subject have a number of rights which are detailed below. Some of these only apply in specific circumstances and are qualified in several respects by exemptions in data protection legislation. We will advise you in our response to your request if we are relying on any such exemptions.

**Access to personal data:** You have a right to request a copy of the personal information that we hold about you. Should you wish to make such a request, please see the Contact Us section for information on how to contact us. You should include adequate information to identify yourself and such other relevant information that will reasonably assist us in fulfilling your request. Your request will be dealt with as soon as possible.

**Correction of personal data:** You can request us to rectify and correct any personal data that we are processing about you which is incorrect.

**Right to withdraw consent:** Where we have relied upon your consent to process your personal data, you have the right to withdraw that consent. To opt out of marketing, you can use the unsubscribe link found in the marketing communication you receive from us. For other marketing preferences, you can use the "Contact Us" option on our website.

**Right of erasure:** You can request us to erase your personal data where there is no compelling reason to continue processing. This right only applies in certain circumstances, it is not a guaranteed or absolute right.

**Right to data portability:** This right allows you to obtain your personal data that you have provided to us with your consent or which was necessary for us to provide you with our products and services in a format which enables you to transfer that personal data to another organisation. You may have the right to have your personal data transferred by us directly to the other organisation, if this is technically feasible.

**Right to restrict processing of personal data:** You have the right in certain circumstances to request that we suspend our processing of your personal data. Where we suspend our processing of your personal data we will still be permitted to store your personal data, but any other processing of this information will require your consent, subject to certain exemptions.

**Right to object to processing of personal data:** You have the right to object to our use of your

personal data which is processed on the basis of our legitimate interests. However, we may continue to process your personal data, despite your objection, where there are compelling legitimate grounds to do so or we need to process your personal data in connection with any legal claims.

**Rights relating to automated decision making and profiling:** You have the right not to be subject to a decision which is based solely on automated processing (without human involvement) where that decision produces a legal effect or otherwise significantly affects you. This right means you can request that we involve one of our employees or representatives in the decision-making process. We are satisfied that we do not make automated decisions of this nature.

## **How to contact us**

For any requests related to your personal information or any of your rights referenced above, please feel free to contact us in one of the following ways:

Email at [dataprotection@silent-alert.co.uk](mailto:dataprotection@silent-alert.co.uk)

Post: Customer Services, Clofield Ltd, Dunston road, Chesterfield, S41 9FG

## **Filing a complaint**

If you are not satisfied with how we manage your personal data, you have a right to make a complaint to your local Data Protection Authority.

## **Other useful privacy & data security related matters**

### **Retention**

We retain personal information for as long as we reasonably require it for legal or business purposes. Your information will not be kept for longer than 7 years post account closure. We will take all necessary steps to ensure that the privacy of information is maintained for the period of retention.

### **Security**

We recognise that online security and data protection is an area of vital importance for all our customers, so it is important to us that you have confidence in the security of your personal details. We are committed to employing security measures to protect your information from access by unauthorised persons and to prevent accidental or unlawful processing, disclosure, destruction, loss, alteration and damage.

### **IMPORTANT NOTICE**

As the security of some communications via the internet is not completely secure, we cannot guarantee the security of any information that you disclose using your internet connection. You accept the inherent security implications of using the internet and Clofield Ltd will accept no liability for any direct, consequential, incidental, indirect, or punitive losses or damages arising out of such an occurrence.

Clofield Ltd is committed to ensuring that your privacy is protected.

Clofield Ltd may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 16/04/2018.

## **How we use cookies**

Please [click here](#) for our cookie information.

## **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.

## **Controlling your personal information**

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. You may request details of personal information which we hold about you under the GDPR. If you would like a copy of the information held on you please write to the address listed at the top of the page. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.