

## PRIVACY POLICY

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### BACKGROUND:

Safety Monitors Limited understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

<b>“Account”</b>	means an account required to access and/or use certain areas and features of Our Site;
<b>“Cookie”</b>	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 12, below;
<b>“Our Site”</b>	means this website, <a href="http://www.SafetyMonitors.co.uk">www.SafetyMonitors.co.uk</a>
<b>“Cookie Law”</b>	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003
<b>“personal data”</b>	means personal data that relates to an identifiable person either directly or indirectly identified from the information provided, it means personal data that you provide to us via Our Site. This definition shall, where otherwise stated relate to the definitions provided in the EU Regulation Bill General Data Protection Regulation 2017.
<b>“We/Us/Our”</b>	means Safety Monitors Limited, a limited company registered in England under 10654323, whose registered address is Unit 5 Claylands Park, Claylands Road, Bishops Waltham, Southampton, SO32 1QD.

### 2. Information About Us

- 2.1 Our Site, [www.SafetyMonitors.co.uk](http://www.SafetyMonitors.co.uk) is owned and operated by Safety Monitors Limited, a limited company registered in England under 10654323, whose registered address is Unit 5 Claylands Park, Claylands Road, Bishops Waltham, Southampton, SO32 1QD
- 2.2 Our VAT number is 264 3732 01.
- 2.3 Our Data Protection Office is Alex Graft and can be contacted by email at [alex.graft@safetymonitors.co.uk](mailto:alex.graft@safetymonitors.co.uk), or by telephone on 01489 326031, or by post



at Unit 5 Claylands Park, Claylands Road, Bishops Waltham, Southampton, SO32 1QD.

### 3. **Scope – What Does This Policy Cover?**

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

### 4. **Your rights**

4.1 As a data subject, you have rights under the GDPR, which this policy and Our use of your data is designed to uphold:

4.1.1 The right to ask for information on the collection and use of personal data;

4.1.2 The right to request a copy of any personal data we hold about you;

4.1.3 The right to contact us to ask us to correct any personal data we hold about you, should this be inaccurate in any way;

4.1.4 The right to ask us to delete any personal data we hold for you. We only hold your personal data for as long as is deemed necessary or until you ask us otherwise. However, if you would like us to delete any personal data in relation to you, please ask.

### 5. **What Data Do We Collect?**

Depending upon your use of Our Site, We may collect some or all of the following personal data:

5.1 name;

5.2 business/company name;

5.3 job title;

5.4 profession;

5.5 contact information such as email addresses and telephone numbers;

5.6 demographic information such as post code, preferences and interests;

5.7 IP address (automatically collected);

5.8 web browser type and version (automatically collected);

5.9 operating system (automatically collected);

5.10 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to (automatically collected);

5.11 We do not and will not store any credit card or payment information either locally or in our systems.

### 6. **How Do We Use Your Data?**

6.1 All personal data is stored securely, for no longer than is necessary in light of the reason in which it was first collected. We will comply with Our obligations in regard to your rights under the Data Protection Act 1998. For more details on security see section 7, below.

- 6.2 Our use of your personal data is required to have a lawful basis, either because it is necessary for Our contact with you, because you have consented to Our use of holding your data (e.g. by subscribing to emails), or because it is in Our contract specifically, that We may use your data for the following purposes:
- 6.2.1 Providing and managing your Account;
  - 6.2.2 Providing and managing your access to Our Site;
  - 6.2.3 Personalising and tailoring your experience on Our Site;
  - 6.2.4 Supplying Our products and services to you;
  - 6.2.5 Responding to communications from you;
  - 6.2.6 Supplying you with email newsletters, special offers and promotions that you have subscribed to (you may unsubscribe or opt-out at any time by emailing [info@safetymonitors.co.uk](mailto:info@safetymonitors.co.uk) or hit the unsubscribe link on the bottom of our emails;
  - 6.2.7 Market research;
  - 6.2.8 Analysing your use of Our Site and gathering feedback to enable Us to continually improve Our Site and your user experience;
- 6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email, telephone and/or text message with information, news and offers on Our products and services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 We do not have your personal data for longer than is necessary in light of the reason(s) for which we gathered it. Your personal Data will therefore be retained for a long as is reasonably required, i.e. a minimum period of 1 year and not longer than 6 years.

## **7. How and Where Do We Store Your Data?**

- 7.1 We only keep your data for as long as We need to in order to use it as described above in section 5, and/or for as long as We have your permission to keep it.
- 7.2 Some or all of your data may be stored or transferred outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to Us. If We do store or transfer data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the Data Protection Act 1998.
- 7.3 Data security is of great importance to Us, and to protect your data We have taken suitable measures to secure data collected through Our Site.

## **8. Do We Share Your Data?**

- 8.1 We may share your data with other companies in Our group. This includes Our subsidiaries.
- 8.2 We may sometimes contract with third parties to supply products and services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising and marketing. In some cases, the

third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.

8.3 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.

8.4 We may sometimes use processors that are located outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). Where we transfer any personal data outside of the EEA, we will take all reasonable steps to ensure that your data is handled as securely as it would be within the UK and the Data Protection Act 1998.

## 9. **What Happens If Our Business Changes Hands?**

9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the data for the purposes for which it was originally collected by Us.

9.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

## 10. **How Can You Control Your Data?**

10.1 When you submit information via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails or by contacting us directly.

10.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

## 11. **Your Right to Withhold Information**

11.1 You may access certain areas of Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.

11.2 You may restrict your internet browser’s use of Cookies. For more information, see section 12.

## 12. **How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by Us (where such data is held) We may charge a small fee which will not exceed £15. Please contact Us for more details at [info@safetymonitors.co.uk](mailto:info@safetymonitors.co.uk), or using the contact details below in section 13.

## 13. **What Cookies Do We Use and What For?**

Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our products and services. By using Our Site you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. We use third party Cookies on Our Site for Google. In addition, Our Site uses analytics services provided by Google, which also use Cookies. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling Us to better understand how people use Our Site.

## 14. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [info@safetymonitors.co.uk](mailto:info@safetymonitors.co.uk), by telephone on 01489 326031, or by post at Safety Monitors Limited, Unit 5 Claylands Park, Claylands Road, Bishops Waltham, Southampton, SO32 1QD. Please ensure that your query is clear, particularly if it is a request for information about personal data We may hold about you.

## 15. **Changes to Our Privacy Policy**

We may change this Privacy Policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.

This policy has been updated, approved and authorised by:

Name: Alex Graft  
Position: Managing Director  
Date: 25/05/2018  
Signature:

Reviewed and updated: 25/07/2018

Reviewed and updated: 04/02/2019

Next review: 04/02/2020