

# Logan Electronics Ltd Privacy Policy

This privacy policy applies to users of the company website ([www.loganelectronics.co.uk](http://www.loganelectronics.co.uk)), the owner and provider of the website and Logan Electronics Ltd. This privacy policy applies to all data collected by us or provided by you in relation to the use of this website. The privacy policy sets out the following:

1. Who collects the data.
2. What data is collected
3. How the data is collected
4. Why the data is collected
5. How the data is used.
6. How the data is shared.
7. How the data is held
8. How long the data is kept
9. Your rights
10. How to complain

## 1. Who collects the data.

When we gather and control information about you, this information may also be used by our group companies; HE Electronics Ltd. and Davis Wood Holdings Ltd.

## 2. What data is collected.

We may collect the following personal data; name, job title, contact information (email address, telephone number)

When you access our website Google Analytics process certain types of data relating to how often each area of our website is viewed, and provide us with the name of the organisation and organisation type which has accessed our website, this data does not include personal information.

## 3. How the data is collected.

Personal data is collected by the Company in the following ways:

- Data collected directly from you
- Data is collected and transferred to us by Google Analytics, this includes IP address; date, time and frequency with which you access the website, and how you navigate the content.

## 4. Why the data is collected.

We collect data to enable us to provide the best possible service to our customers, data may be used for the following purposes:

- To improve the products and services that we offer to customers
- For email promotion of our products and services
- Internal record keeping

We also collect your personal data in relation to our legitimate interests where there is an appropriate supplier or customer relationship with you or your organisation, and where the processing is necessary for the performance of a contract (or to enter into a contract) to which you are a party.

The unidentifiable data we collect is to help us to improve the effectiveness of our website and determine what customers are looking for, ultimately helping with our business development.

#### **5. How the data is used.**

The personal data submitted to us via our website is used to send you our email updates, which you actively subscribe for and can unsubscribe easily at any time.

Where we have collected data in relation to our legitimate interests, for example where you are a supplier or customer of ours, or where we have an appropriate contract with you, we use your personal data to liaise with you for the performance of the contract

The unidentifiable data collected, such as your organisation and organisation type is used to analyse things such as the number of visitors to the various parts of the website. This helps us with our business development purposes and to help us to evaluate the effectiveness of each area of our website.

#### **6. How the data is shared.**

We may share your data with our employees, agents and professional advisors to enable us to provide customer estimates and quotations.

We do not share your personal information with any other company, unless in situations where this has been expressly agreed beforehand.

#### **7. How/where the data is held.**

Our contacts (including any personal details associated with them as detailed above) are held securely at our offices and those of our group companies, and any processors mentioned above.

We have appropriate security measures in place to keep your personal information safe, and ensure that it is only used in an authorised and appropriate manner. This includes (but is not limited to) password encryption.

Please contact us if (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this policy.

You also have the right to ask us for some but not all of the information we hold and process to be erased in certain circumstances. If you would like to know more about this, please contact us.

Online advice on how to protect your information against fraud, identity theft and viruses is available from [www.getsafeonline.org](http://www.getsafeonline.org).

## **8. How long the data is kept.**

Unless a longer retention period is required by law, we keep your information for no longer than is necessary for the purposes for which the personal information is processed or until you request that the data is deleted.

Even if the data is deleted it may persist in archival media for legal, tax or regulatory purposes.

## **9. Your Rights.**

You have the following rights in relation to your data:

- The right to request copies of the information.
- The right to have information corrected if it is inaccurate.
- The right to restrict our use of your data.
- The right to object to our legitimate use of the data.
- The right to request that we move, copy or transfer your data.
- The right to request that we erase your data.

## **10. How to complain.**

If you have any questions regarding this policy, you can contact us on 01872 865231

If you are not satisfied with our response you can contact the Information Commissioner at [ico.org.uk/concerns/](http://ico.org.uk/concerns/) or telephone 0303 123 1113 for further information about your rights and how to make a formal complaint.