



Privacy Policy

Questions regarding this policy should be directed to our Data Protection Officer. The Data Protection Officer is responsible for ensuring compliance with relevant data protection legislation and with this policy who can be contacted using the information at the bottom of this policy. Any questions about the operation of this policy or any concerns that the policy has not been followed should be referred in the first instance to the Data Protection Officer.

Legal Basis

Due to the forthcoming changes outlined in the General Data Protection Regulation (GDPR), we are ensuring our ongoing compliance to these regulations by informing you on how we use your data.

Any personal information provided is controlled by Silson Limited which is a UK registered company whose trading address is Insight Park, Welsh Road East, Southam. CV47 1NE.

How do we collect your personal data?

We may collect your personal data when you:

- Visit our website
- Contact us by email or phone
- Fill out any form for information
- Engage with us on social media
- We may have your data from public sources prior to May 2018.

What information we hold about you?

In line with General Data Protection Regulations (GDPR) Silson Limited is permitted to hold and store your personal data if you are a contact affiliated with a company or organisation that has a business account with us. For the reasons of "legitimate interest" these contact details are retained for invoicing, credit notes, statements of account, direct debits, quotations and correspondence, support of your contract or marketing purposes (to keep you informed of our products and services).

We collect and retain the following information about you:

- Your name
- Email address
- Phone number
- Office address
- Business bank Account details
- Username and Password (for accessing portals if required)
- Your interactions with us on our website and emails
- Notes of any conversation that you have with us
- Our understanding of your buying intentions

We do not hold any personal financial information, sensitive information, or any special category data on you.

Where we store your personal information?

At Silson Limited we are committed to keeping your details private. We only collect and use information in accordance with GDPR and take appropriate steps to protect your privacy. We will also take reasonable security measures to protect your personal information in storage. Your details are uploaded onto our database systems and held securely within our offices; this can only be accessed by a member of our team. Our database access is fully password protected.



How may we use your information?

Information that you supply to us may be used in a number of ways, for example:

- To make credit account decisions
- To maintain our accounts and records
- To promote our goods and services
- For fraud prevention
- For audit and debt collection
- For statistical analysis

1. We may share your information with and obtain information about you from credit reference agencies or fraud prevention agencies.
2. We will not disclose any information to any company except to help prevent fraud, or if required to do so by law.

How do we protect the data?

Silson Limited takes the security of your data seriously. The organisation has internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by the appropriate members of our team.

How long will we use your personal information for / Data retention?

Where we have collected your personal information, we will keep your information for as long as this business carries on, or for as long as we have a commercial interest in holding your personal information, for example, with a view to doing business in the future. We are legally required to hold some types of information to fulfil our statutory obligations.

What rights do you have in relation to your personal data that we hold?

You have a right to access, correct & erase your information. If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal information, or request that we transfer a copy of your personal information to another party, please contact our Data Protection Officer in writing using the contact details set out at the bottom of this privacy policy.

Access request - no fee

As part of GDPR, you are able to apply for access to your personal data held by Silson Limited. We will normally respond to your request within four weeks and at no cost. However, if the request is manifestly unfounded or excessive, or if it is repetitive, we may contact you requesting a fee. This fee must be paid in order for us to comply with the request. Subject Access Request forms are available upon request.

Marketing

Where we are providing you with marketing information, you can also change your marketing preferences by using the unsubscribe button at the bottom of our marketing e-mails to you. If you choose to unsubscribe you will be removed from our contact list, preventing future correspondence unless you decide to subscribe.

Use of Cookies

Like many other websites, our website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we may use cookies to store your country preference. This helps us to improve our website and deliver a better, more personalised service.

It is possible to switch off cookies by setting your browser preferences. Information on how to switch off cookies on your computer is available from your browser software provider. Turning cookies off may result in a loss of functionality when using our website.



Main Cookies used on site

Google Analytics – These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site.

The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they have visited.

Google Maps – These are Google Maps third party cookies, which are unique identifiers to allow traffic analysis to Google Maps.

For more information on Google's privacy policy visit here – <https://policies.google.com>

Session Activity

These cookies allow us to keep a record of where you have visited to allow an enhanced customer experience, or for when re-visiting our website.

How is your information used?

We may use your information to:

- Contact you regarding queries raised in the contact form;
- Carry out our obligations arising from any contracts entered into by you and us;
- Seek your views or comments on the services we provide;
- Notify you of changes to our services;
- Send you communications which you have requested and that may be of interest to you;
- These may include information about activities and/or promotions of our company's goods and services;
- Process a grant or job application;

Contact us:

If you have any queries on any of the above points, please contact our Data Protection Officer:

Susan Wilson
Silson Ltd
Insight Park
Welsh Road East
Southam
CV47 1NE
Or call on 01926 814682

Updates

We may update this privacy notice from time to time. If there are any significant changes we will notify you, but you are welcome to visit this page and review this notice at any time.

This privacy notice was last updated on 05/10/2022