

# Privacy policy

## **This privacy policy is published with reference to the General Data Protection Regulation (GDPR) due for implementation 25 May 2018**

This policy will explain areas of this website that may affect your privacy and personal details, what we process, and how we use those details and how your rights under the relevant legislation are adhered to.

Additionally it will also explain our use of cookies. Our contact information is provided if you have any questions.

### **1. Overview**

- 1.1 We are committed to protecting the privacy of visitors to our website.
- 1.2 We collect data from visitors via website usage statistics (Section 3), an opt-in contact form (Section 4), an opt-in newsletter (Section 5), e-commerce (Section 6) and/or via cookies (Section 11).

### **2. Basis for our data processing**

- 2.1 The basis for our data collection and processing is the consent of the website user. By agreeing to our published Privacy Policy including use of cookies (see Section 11) you are agreeing to the use of your personal information in the circumstances described in our Privacy Policy (Sections 3-6).

### **3. Data obtained from your usage of our website**

- 3.1 We may process data obtained from your use of our website.

Usage data includes information such as your IP address, geographical location, browser type and version, operating system, your previously visited website, length of website visit, page views and navigation routes.

We may process this usage data to help us better understand customer preferences and behaviour. We also use the data to monitor website performance.

### **4. Personal data submitted via our website: enquiry forms**

- 4.1 You may wish to submit an enquiry form on our website and therefore you will need to submit certain personal information such as your name, telephone number and/or email address. We use this data to respond to sales etc enquiries.

### **5. Personal data submitted via our website: signing up for a newsletter**

- 5.1 You may wish to subscribe to a newsletter and/or receive email alerts. By opting in to our newsletter service you are giving consent for us to send you emailings. When you no longer wish to receive such mailings you should "unsubscribe" using the appropriate link in the newsletter. Alternatively you can contact us using the methods described in Section 15.4 below.

## **6 Personal data submitted via e-commerce (transaction detail)**

- 6.1 If you purchase goods from our website you will submit personal information such as your name and address. By submitting these details you are giving us consent to process your order.

Additionally, if you create an account (or profile) your information may be processed to allow ease of use and access to our website and services. (For example to speed up completion of personal details on subsequent website visits).

## **7. Security of your personal data**

- 7.1 In some circumstances we may pass your information to our third party business partners; i.e. distributors for the purpose of business supply. When we use third party business partners, we only disclose information that is relevant or necessary for the delivery of a service. We do not sell data to marketing agencies outside Prochem Europe's business community.

## **8. Data retention and deletion**

- 8.1 We will only retain your data as long as is required to respond to enquiries or in the example of Section 5 (above) as long as you wish to receive communications.

## **9. Obtaining your personal data**

- 9.1 If you wish to obtain the personal data we hold about you please contact us with evidence of your identity (e.g. original utility bill, photocopy of your passport)
- 9.2 The information we hold, detailed in Sections 3-6 is subject to data protection law and if you consider that we have infringed this law you should complain to the UK data protection commissioner or the appropriate authority in your own EU member state.

## **10. Amending/deleting your data**

- 10.1 You should notify us of any changes to information supplied via our contact forms and/or newsletter sign-up.
- 10.2 You should notify us via the appropriate link in any email/newsletter communication that you no longer wish to receive communications from us. If you notify us in this way we will cease to process your data for marketing and related purposes.

## **11. Cookie policy**

- 11.1 We use cookies to give website users a better experience when using our website, to save repetition if – for example – entering data repeatedly, and to provide web analytics so that we can improve website performance.
- 11.2 A cookie is a text file that contains a string of numbers and letters that is sent from the website server to the browser and stored by the browser. If the cookie is persistent it will remain valid until a pre-designated expiry date. If the cookie is a session cookie it will expire when the user closes their browser.

## **12. How we use cookies**

12.1 We use cookies typically for the following purposes

- (a) authentication and security – if you are returning to our website (eg facilitating log-ins)
- (b) advertising – we use cookies to show you products that you have previously viewed or might be interested in, based on website usage/navigation.
- (c) analysis - we use cookies to monitor website usage and performance.

## **13. Cookies used by third parties**

13.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website. We are not responsible for the functionality and usage of third-party cookies.

13.2 We use Google Analytics to gather information about website use by means of cookies. Google's privacy policy is available at:  
<https://www.google.com/policies/privacy/>.

13.3 We use WorldPay to process your payment on our website. This service uses cookies and more information can be obtained here:  
<https://www.worldpay.com/uk/worldpay-cookies>

## **14. How to delete cookies**

14.1 You can find out about blocking and deleting cookies via the following links (for the most popular browsers). Please note that blocking and/or deleting cookies may affect our website performance and usability. This will be outlined further when accessing these links.

- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
- (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (e) <https://support.apple.com/kb/PH21411> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

## **15. Our company details**

15.1 This website is owned and operated by Prochem Europe Ltd

15.2 We are registered in [England and Wales] under registration number 01192820 and our registered office is at Abbey House 51 High Street Saffron Walden Essex CB10 1AF

15.3 Our principal place of business is at Oakcroft Road Chessington Surrey KT9 1RH

15.4 You can contact us:

- (a) using our website contact form
- (b) by post at the address given at 15.3 above.

## **16. Data protection contact**

16.1 Our Data Protection Officer (DPO) is: Compliance Manager Prochem Europe Ltd

## **17. Amendments to the Privacy Policy**

17.1 This policy may be amended occasionally and any changes will be updated/announced via our website.

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