

Privacy Policy for Ashwoods Electric Motors

This privacy policy (together with our [Website terms and conditions](#) and any other documents referred in it) sets out the basis for processing any personal data we collect from you or that you provide to us. Please read the following carefully to understand our practices regarding your personal data. By using our website www.ashwoodselectricmotors.com (our 'Website') you are accepting and consenting to the practices described in this policy.

Depending on the purpose for which you are providing your personal data, for the purpose of the Data Protection Act (the 'Act'), the data controller (or entity responsible for the data collected) will be us. Within the context of this policy 'we' means Ashwoods Electric Motors Limited.

When you use our website for sales enquiries or services, we may collect personal information about you. We are committed to ensuring your privacy and have put together this Privacy Policy so you know:

- what personal information we collect about you
- how we collect your personal information
- how we use your information
- who we may share your information with
- any transfer of personal information outside of the EEA
- how long we keep your personal information
- what we do to protect your personal information
- what choices you have about what we can do with your information

Who are we?

You can contact us in writing at the address below or via the email address info@ashwoodselectricmotors.com if you have any comments about this Privacy Policy.

We last updated this Privacy Policy on 21th May 2018.

Ashwoods Electric Motors Limited owns and operates this website.

We are a company registered in England and Wales under Company registration number 04804444. Our registered address is Hybrid House, 80 Summerway, Exeter, Devon, EX4 8DS.

What Personal Information do we collect about you?

We may collect and process the following data about you when you use our website or contact us:

- Information acquired/provided through our Website including information provided at time of sending a message via our Contact Us page, by subscribing to our mailing list, by requesting a quote or from social media. We may also ask you for information when you enter a competition or promotion
- If you contact us, we may keep a record of that correspondence. If you send us personal information which identifies you via email, we may keep your email and email address. We may also collect information that is available from your browser.

- We may also ask you to complete optional surveys for research purposes.

We collect information about you in two different categories:

- Identifiable information – this is information that allows us to identify you, such as name and email address, telephone number etc.
- Anonymous information – we may collect information that does not personally identify you but categorises you into a group or sector (e.g. age, marital status, lifestyle) and we can use this information to tailor our products and services more accurately.

How we will collect your personal information

When you use the website

We may collect personal information from you when you:

- Give us your contact details, receive further information from us or our newsletter
- Use our “Contact Us” form to leave us questions, queries or feedback
- Contact us via our “Support” or “Info” email addresses
- Fill in an online form on our website

Information our Website collects automatically

When you visit our website or use our services, we may collect certain information automatically such as:

- The number of times you visit
- Which pages you visit
- How you accessed our website (e.g from a search engine, a referral from another website or from social media)

Information we collect from other sources

We work with other organisations such as internet search engines and marketing organisations who may provide us with information about you.

These organisations include:

- Facebook – www.facebook.com (they only collect information where you agree via a pop up with them – if you do agree they may provide you with marketing)
- Salesforce - www.salesforce.com (CRM software)
- Google – www.google.com (analytics on our website usage)

How we use your Personal Information

Our legal basis for using your information

The law only allows us to use your personal information in certain limited circumstances:

We will most commonly process your personal information in the following situations:

- where we need to perform a contract we have entered into with you (e.g. to provide you with an Ashwoods Electric Motors product and the accompanying services)
- where you have consented (e.g. you have signed up for a personal account and given us your consent)
- where it is necessary for our legitimate interests and we have considered your rights and freedoms and have concluded that our processing does not adversely affect these (e.g. where we would like to send you marketing about similar products to those which you have purchased from us or have expressed an interest in)
- Where we need to comply with a legal obligation (e.g. to comply with tax laws)

What does this mean in practice?

We may use your information to:

- Fulfil any agreements we have entered into with you or your employer
- Provide you, or (with your consent) permit third parties to provide you, with offers of goods or services relevant to you. Occasionally we, or such selected third parties may also contact you with such offers by email, SMS/MMS message, phone, social media. You will only receive such offers if you agree and can unsubscribe at any point.
- Help with the overall running of our website (such as troubleshooting, data analysis and research) and helping us implement measures to keep the website safe and secure

Our Marketing

We will send you our newsletter and other offers if you sign up to receiving such offers on our website or via our third-party newsletter provider.

We may use your information for market research and analysis so that we can ensure that we tailor our services to the requirements of our users.

Depending on what contact information you have given to us, we may contact you by email, SMS/MMS message, or social media. We will only do this where you have consented to receiving such information from us. You can opt out of such marketing at any time by email to us at info@ashwoodselectricmotors.com

Sharing your data

Legal Requirements and Law Enforcement

We may also disclose your information if:

- We sell our business in which case the personal information that we hold will be part of the transferred assets
- We are required by law, or in order to enforce or apply our terms of use. This includes exchanging information with other organisations for the purposes of fraud protection and credit risk reduction.

Third Party Privacy Policies

Ashwoods Electric Motors Limited permits selected third parties to provide you, with information about Ashwoods goods and services which may be of interest to you. If you are an existing customer, we will only contact you by electronic means with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, we or permitted third parties will contact you by electronic means only if you have consented to this. You can opt-in/out of such notifications by following the instructions on the relevant forms set out on this website (or elsewhere as applicable) or at any time after providing your information.

For our email marketing, please see our permitted third parties' Privacy Policy [here](#) and Terms of Use policy [here](#).

Keeping your Personal Information

Where we store your Personal Information

We require all our suppliers who handle your personal information to have appropriate technical, administrative and physical procedures in place to ensure that your information is protected against loss or misuse. We work closely with our suppliers to make sure that this requirement is met.

If a supplier is outside of the EEA we will ensure that they have entered into a data transfer agreement that is consistent with the requirements of applicable law and that gives the individuals enforceable rights and effective legal remedies and provides adequate levels of protection in relation to any Personal Data that is transferred.

Emails

We have procedures and security features in place to try and keep your data secure once we receive it. If you choose to send us information via email, we cannot guarantee the security of this information until it is delivered to us.

Retention of Information

We only hold your personal information for as long as necessary for the purposes for which we collected your information.

We outline below how long we retain information for and how it is deleted:

- Contact details for statutory period or one year after contract end.

- Transaction history for statutory limits
- Employment information for six years after contract end
- CRM based marketing database for three years after the last enquiry has been received or within seven days of a request to unsubscribe

We have set these timescales in accordance with any applicable legislation and where none exists then we will keep your information for the duration of any contract that you have entered into with us and then for a period of 7 years after which time it will be deleted.

Where you have requested marketing information from us, then we will only keep this information for a maximum of up to 3 years. If you do not contact us further during this period, then your information will be deleted.

Your Rights

Access to information

You have the right to access information that we hold about you. If you wish to receive a copy of the information that we hold, please contact info@ashwoodselectricmotors.com or write to us at the address above.

Changing or deleting your information

You can ask us at any time to change, amend or delete the information that we hold about you or ask us not to contact you with any further marketing information. You can also ask us to restrict the information that we process about you.

You can request that we change, amend, delete your information or restrict our processing by using the check boxes on the forms we use to collect your information, emailing us at info@ashwoodselectricmotors.com, or writing to us at the address at the beginning of this Privacy Policy.

Right to prevent automated decision making

You have a right to ask us to stop any automated decision making. If you would like to request we stop, or you have any questions or concerns we would be happy to discuss them with you and you can contact us at info@ashwoodelectricmotors.com

Transferring Personal Information

You have the right to request that your personal data is transferred by us to another organisation (this is called “data portability”). Please contact us at info@ashwoodselectricmotors.com with the details of what you would like us to do and we will try our best to comply with your request. It may not be technically feasible, but we will work with you to try and find a solution.

Complaints

If you make a request to us under this Privacy Policy and you are unhappy with the response, you can ask for the request to be reviewed under our internal complaints procedure. Our internal

complaints procedure allows your request to be reviewed by our team lead who will do their best to try and resolve the issue.

If you have been through the internal complaints procedure and are still not happy with the result, then you have the right to complain to the Information Commissioner's Office. They can be contacted as follows:

Website: www.ico.org.uk
Telephone: 0303 1231113
Address: Information Commissioners Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Changes to our Privacy Policy

The internet and data privacy best practice are both developing. We therefore reserve the right to revise this Privacy Policy at any time. If this Privacy Policy changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.

How to contact us

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to info@ashwoodselectricmotors.com