

## Privacy Policy & Cookies

This privacy policy sets out how INTERTRONICS uses and protects any information that you provide when you use our websites.

INTERTRONICS is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our websites, you can be assured that it will only be used in accordance with this privacy statement.

INTERTRONICS may change this policy from time to time by updating this document. You should check from time to time to ensure that you are happy with any changes.

### What we collect

We may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

### What we do with the information we gather

If we require this information it is to understand your needs and provide you with a better service, and in particular for the following reasons:

- We may use the information to improve our products and services
- We may periodically send promotional emails about new products or other information which we think you may find interesting using the email address which you have provided. We will always provide you with opt-out options.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, telephone or mail.
- Help us assess the effectiveness of marketing campaigns.
- Help us improve the usage of the website.
- Improve the design of the website and make it more usable for you.

### Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

**How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

**Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

**Disclosures of your information**

Your information will not be passed to any other organisations. It will be used only by us, unless you give permission for another organisation to share it, in which case we would contact you first. We will not disclose your email address in any communications sent to multiple email addresses. Your data will be kept confidential by any suppliers that process data on our behalf.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable.