

## 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, and we conduct ourselves in compliance with the UK Data Protection Act 2018 (UK DPA). 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 and within the confines of UK DPA.

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.

### 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. You may request details of personal information which we hold about you as a subject access request under UK DPA guidelines.

### 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 to other parties

Any information we collect will be used only for Intertronics business purposes, and we never pass your information to any other organisations except where necessary to conduct our regular business. There are some third-party organisations who may have occasional access to the data we collect as part of their ongoing contracts with us. These include our website analytics software, database provider, email marketing software, shipping suppliers, and other systems support service providers. We have taken measures to confirm that these suppliers are UK DPA compliant.

We will not disclose your email address in any marketing communications sent to multiple email addresses.

## Information collected through your routine use of this website

### All Users

#### What information we collect

Unless you explicitly provide your personal information (e.g., via an online form or through the checkout process), we do not collect any personal data through your use of our website. All data that we do collect is obtained and used in anonymous, aggregate form, i.e., you cannot be identified personally from the data, unless otherwise noted below.

Here's what we collect from all users:

- What pages you have visited (if you arrive at our website from a link in one of our email marketing communications, this is not anonymous – see next section)
- Specific actions you might take, such as watching a video or downloading a document
- How you arrived at our website, e.g. what you searched for in Google, or what website sent you to us
- General usage statistics, such as how long you stayed on our site or how many pages you viewed

### **How we collect and use this information**

We collect and use information about how you use our website as follows:

#### *General Website Analytics*

We use cookies to track your use of our site in Google Analytics to improve our understanding of how visitors use our site and to enable us to make improvements.

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.

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.

We use cookies to identify which pages of our site are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs.

This information is collected without identifying you personally or giving access to your computer, and we only use this data in aggregate, anonymised form. If you do not wish to participate, you can change your preferences by visiting Google's Ads Preferences Manager.

#### *Email Marketing*

If you visit our website by clicking on a link in an email marketing communication you have received from us, our email marketing software collects data on what pages you visit, in association with your record in our customer database. This helps us to better target future marketing communications to you and improve our sales team's understanding of products in which you might be interested.

### **How long we keep this information**

We keep website usage information in a completely anonymous format indefinitely. This enables us to track usage and improvements to our website over long periods of time.

Information collected through your use of our site following receipt of an email marketing communication is kept in your record on our customer database until we no longer have reasonable use for this information or you ask us to remove it.

### **E-Commerce Customers**

Here's what additional data we collect when you purchase from us online:

- Contact information such as name, shipping and billing addresses, email address, etc.
- What you have purchased from us (purchase history)
- Any other information you provide when creating an account or completing a purchase

### **How this information is used and stored**

We use this information to fulfil your order, suggest relevant products, and assist with your enquiries.

This information is stored in our website customer database, on our enterprise resource system, and customer management system indefinitely. This enables us to assist with your order and any future purchases from us, as well as collect aggregate data about customer behaviour. We may delete historic data on our website customer database for accounts that are inactive for a long period of time.

## **Additional information collected through forms on this website**

### **What we collect**

When you submit a form on our website, the information you provide, including personal data such as name and job title, may be stored in our customer database if required to maintain further contact with you about an ongoing enquiry.

### **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.
- If we commence a business relationship with you as a result of your enquiry, you may also receive periodic promotional emails tailored to your areas of interest. 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.
- We may use the data to help us assess the effectiveness of marketing campaigns.
- We may use the data to help us improve the design of the website and make it more usable for you.

## **Any Questions?**

If you have any further questions about the collection and use of your data, including a subject access request, please contact our Quality team: +44 (0)1865 842842 or [quality@intertronics.co.uk](mailto:quality@intertronics.co.uk)