

## Privacy Policy

### Introduction

As a Data Controller and Processor, Trade Sales South Wales is committed to protecting and respecting the security and integrity of your personal data in line with GDPR (General Data Protection Regulation). We collect information only which we can justify as reasonable and justifiable for the provision and communication of Trade Sales South Wales related services.

### The GDPR

The EU General Data Protection Regulation (GDPR) marks a step change for data protection and replaces the Data Protection Directive on 25 May 2018. GDPR simplifies and clarifies rules and strengthens citizens' rights in relation to their personal data. The GDPR abolishes the single country data protection acts and combines the data protection for all EU member states. When the UK leaves the EU, it will become an approved country and GDPR will continue to form part of UK law. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed and used by us.

### 1. Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our website. This includes information provided on any forms on the site, posting material or requesting further services.
- If you contact us, we will keep a record of that correspondence.
- Details of your visits to the website and the resources that you access, including your IP address and internet browsing preferences.

### 2. Where we store your personal data

Trade Sales South Wales will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with the GDPR. Your personal data is stored within the EU.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### 3. Uses made from the information

Trade Sales South Wales will use personal information only in connection with Trade Sales South Wales related business. Personal information will not be passed to third parties, other than those who require the information in order to execute contractual terms. It is our belief that the information we supply satisfies the concept of legitimate interest and contractual basis.

We may use information held about you in the following ways:

- To provide you with information, products or services that you request from us or which we feel may interest you.
- To carry out our obligations arising from any contracts entered into between you and us.
- To notify you about changes to our service.

- We may share your information with credit reference agencies and other companies for use in credit decisions, for fraud prevention and to pursue debtors.

We may like to send you information about our own products and services, by post, telephone, email and SMS. If you agree to being contacted in this way, please tick the relevant boxes.

Post  Phone  Email  SMS

#### **4. Retention of your information**

The personal data that we collect shall be kept for no longer than is necessary for the purposes for which it is being processed. In the event that services are not purchased or a contract not entered into, we will ensure that any data pertaining to the data subject is securely erased.

#### **5. Disclosure of your information**

We may disclose your personal information to third parties if;

- We are under a duty to disclose or share your personal data in order to comply with any legal obligation.
- We may share your information with credit reference agencies and other companies for use in credit decisions, for fraud prevention, credit risk reduction and to pursue debtors,
- or to protect the rights, property, or safety of our customers, or others.

#### **6. Your rights**

You have the right to ask us not to process your personal data for marketing purposes. You can exercise the right at any time by contacting us at [sales@tradesalessouthwales.co.uk](mailto:sales@tradesalessouthwales.co.uk)

You have a right to withdraw consent for Trade Sales South Wales to use your personal data by contacting us. Should you feel that the personal information we hold about you is incorrect or inaccurate, you have the right to request that we rectify this. In both cases, please contact [sales@tradesalessouthwales.co.uk](mailto:sales@tradesalessouthwales.co.uk)

You have a right to lodge a complaint with Trade Sales South Wales or with ICO (The Information Commissioner's Office) directly, should you have a concern about our information rights practices at <https://ico.org.uk/concerns/>

#### **7. Access to information**

The GDPR gives you the right to access information held about you, to know why we have it, and how it will be used. Your right of access can be exercised in accordance with the GDPR and will be free of charge. However, we may charge a 'reasonable fee' when a request is manifestly unfounded or excessive, particularly if it is repetitive.

#### **8. Changes to your privacy policy**

Any changes we may make to our privacy policy in the future will be sent to you by email.

#### **9. Contact us**

Questions, comments and requests regarding this privacy policy should be addressed to [sales@tradesalessouthwales.co.uk](mailto:sales@tradesalessouthwales.co.uk)