



## Privacy Policy

<http://ajtequipment.co.uk> is owned and operated by AJT Equipment Limited, of Unit 8 Enterprise Trading Estate, Hurst Lane, Brierley Hill, West Midlands, DY5 1TX, United Kingdom. This policy describes how we collect and use your information when you use our website. By accessing or using our website, you are consenting to the collection, use and disclosure of your information in accordance with this Privacy Policy. If you do not consent to the same, please do not access or use the website.

We may modify this Privacy Policy at any time without any prior notice to you and will post the revised Privacy Policy on this page. The revised Policy will be effective 180 days from when the revised Policy is posted and your continued access or use of the website after such time will constitute your acceptance of the revised Privacy Policy. We therefore recommend that you periodically review this page.

### **We will use the information that we collect about you for the following purposes:**

#### *Usage Data*

We may process data about your use of our website and services. The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is our analytics tracking system. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is consent.

#### *Service Data*

We may process your personal data that are provided during the use of our services. The service data may include your name phone number and email address. The source of the service data is you. The service data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is consent.

#### *Enquiry Data*

We may process information contained in any enquiry you submit to us regarding goods and/or services. The enquiry data may be processed for the purposes of offering, marketing and selling relevant goods and/or services to you. The legal basis for this processing is consent.

#### *Notification Data*

We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters. The notification data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is consent.



### *Correspondence Data*

We may process information contained in or relating to any communication that you send to us. The correspondence data may include the communication content and metadata associated with the communication. Our website will generate the metadata associated with communications made using the website contact forms. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with users.

We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.

In addition to the specific purposes for which we may process your personal data set out in this policy, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or to protect your vital interests or the vital interests of another natural person.

Please do not supply any other person's personal data to us, unless we prompt you to do so.

If we want to use your information for any other purpose, we will ask you for consent and will use your information only on receiving your consent and then, only for the purpose(s) for which you grant consent unless we are required to do otherwise by law.

### **Providing your personal data to others:**

We may disclose your personal data to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries) insofar as reasonably necessary for the purposes, and on the legal bases, set out in this policy.

We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

We may disclose your name phone number and email address to our suppliers or subcontractors insofar as reasonably necessary for the purposes of operating our website, providing our services and or ensuring the security of our website and services.



### **International transfers of your personal data:**

The hosting facilities for our website are situated in United Kingdom.

We do not share your data internationally.

You acknowledge that personal data that you submit for publication through our website or services may be available, via the internet, around the world. We cannot prevent the use (or misuse) of such personal data by others.

### **Retaining and deleting personal data:**

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

Notwithstanding the other provisions of this section, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or to protect your vital interests or the vital interests of another natural person.

### **Your rights:**

Depending on the law that applies, you may have a right to access and rectify or erase your personal data or receive a copy of your personal data, restrict or object to the active processing of your data, ask us to share (port) your personal information to another entity, withdraw any consent you provided to us to process your data, a right to lodge a complaint with a statutory authority and such other rights as may be relevant under applicable laws. To exercise these rights, you can write to us at [contact@ajtequipment.co.uk](mailto:contact@ajtequipment.co.uk). We will respond to your request in accordance with applicable law.

You may opt-out of direct marketing communications or the profiling we carry out for marketing purposes by writing to us at [contact@ajtequipment.co.uk](mailto:contact@ajtequipment.co.uk).

Do note that if you do not allow us to collect or process the required personal information or withdraw the consent to process the same for the required purposes, you may not be able to access or use the services for which your information was sought.

### **Cookies:**

If you interact with our website, you may opt in to saving your name and email address in cookies. These are for your convenience so that you do not have to fill in your details again. These cookies will last for one year.



## Privacy Policy

### Security:

The security of your information is important to us, and we will use reasonable security measures to prevent the loss, misuse or unauthorised alteration of your information under our control. However, given the inherent risks, we cannot guarantee absolute security and consequently, we cannot ensure or warrant the security of any information you transmit to us, and you do so at your own risk.

### Queries:

If you have any queries or concerns about the processing of your information that is available with us, you may email our Operations Manager at [contact@ajtequipment.co.uk](mailto:contact@ajtequipment.co.uk). We will address your concerns in accordance with applicable law.