



## Summary

We use your personal data to assist us in answering your enquiry and to provide you with information about our products and services.

We also process your personal data in order to provide you with the goods or services that you have ordered.

- We respect your personal data and take its security very seriously.
- We only hold what data we need for the purpose for which we obtained it.
- We delete your data when it has reached the end of its retention period.
- You have privacy rights.
- We are happy to answer your questions - our contact details can be found at the end of this notice.

We take your privacy seriously and want you to understand our practices with respect to the handling of your personal data. This privacy statement explains how we do this.

Our websites may have different sub-sites for other Bergstrom businesses, products and services, which may also have their own privacy statements. Please read these if you visit our sub-sites.

## What data we hold

If you decide to contact us by email or through our contact forms, then you will be asked to submit the limited personal data which is necessary for us to provide that service or handle your query. This is completely voluntary.

For an enquiry or for a quote that you do not accept, we will process your name and contact information.

If you request samples, we will process your name, address and contact details.

If you make a purchase from us, we will process your name, address, contact details and payment information.

If you make a complaint or give us a compliment, we will process your name, address, and contact details.

If you consent to receive our marketing material, we will process your name and contact details.

If you purchase goods from us, we will process your name and email address in order to send you a marketing email.

We also generate log files from various servers. This will include an IP address assigned to you or to your internet service provider.

## How we use your personal data

References to the legal basis for processing of your personal data are a reference to the article of the [General Data Protection Regulation](#). Each piece of personal data that we process must have a legal basis.

### To deal with enquiries or for a quote that you do not accept

If you call us or email us, we will follow up on your enquiry and see if there is a way in which we can help you.

If you provide us with information for a quote and then do not accept the quotation, we will keep a record of your enquiry. We keep a record of enquiries received, to help us plan our business strategy and check that we are offering what potential clients want.

### If you purchase from us

In order to process your order, we will need to process your data in order to send you the goods that you have ordered or to get the goods delivered to you. We need to process payment details in order to fulfil the contract. We will retain your personal data for warranty purposes.

### Marketing information

We would like to send you information about our products and will send you this with your consent. If you buy from us, we will send you information about similar products or services but you can always opt out.

### Technical data

We use the logs from our servers to help with our company's security as well as to look at visitor behaviour (e.g. which website pages get the most traffic or are the most popular).



## Who do we share your personal data with and where does it go?

We may store or transfer your personal data to our other Bergstrom companies around the world. Where we store or transfer your personal data outside the European Economic Area, we take steps to ensure your personal data is adequately protected.

## Your rights, complaints and how to contact us

You have rights in respect of our processing of your personal data which are:

- To access your personal data and information about our processing of it. You also have the right to request a copy of your personal data (but we will need to remove information about other people).
- To rectify incorrect personal data that we are processing.
- To request that we erase your personal data if:
  - we no longer need it;
  - if we are processing your personal data by consent and you withdraw that consent;
  - if we no longer have a legitimate ground to process your personal data; or
  - we are processing your personal data unlawfully
- To object to our processing if it is by legitimate interest.
- To restrict our processing if it was by legitimate interest.
- To request that your personal data be transferred from us to another company if we were processing your data under a contract or with your consent and the processing is carried out by automated means.

If you want to exercise any of these rights, please contact us using the details at the end of this notice. You also have the right to lodge a complaint about our processing with the UK's [Information Commissioner's Office](#).

## Third-party websites we link to

Our website may contain links to third-party sites. This privacy statement does not apply to those third-party sites. We recommend that you read the privacy statements of any other sites that you visit as we cannot accept responsibility for the privacy practices of these sites, which may be different to ours.

As a prospective customer, we do not transfer your personal data to third parties at this stage except the following:

- Companies that provide services to us. Our telephone service providers will get to see your phone number if we call you and our broadband supplier which could see your email address (but not the content of what you send us, if you encrypt it).
- In response to a court order. It is possible, though unlikely, that we might be forced to disclose your information in response to a court order.

As a customer, we transfer your data to the following third parties:

- Companies that provide services to us. Our telephone service providers will get to see your phone number if we call you and our broadband supplier which could see your email address (but not the content of what you send us, if you encrypt it).
- Cloud service providers. We use a number of cloud service providers, such as our accountancy software, email providers, Google and Office 365.
- Delivery services. We use a small number of delivery companies to get your products to you safely and quickly.
- Payment providers.
- Accountants. We also use an external accountancy service but, unless you are a sole trader or a partnership, they are unlikely to see any personal data relating to you.
- In response to a court order. It is possible, though unlikely, that we might be forced to disclose your information in response to a court order.
- If you do not pay your bills, we may choose to engage a third party to recover any money you owe us.

## How long do we keep your information?

We will only hold your information for as long as necessary to fulfil the purposes for which it was collected, before making it non-identifiable or deleting it.

If you send us any 'contact us' messages, we will delete or de-identify these messages once we have finally satisfied your query.



If you choose to unsubscribe from a service, we may keep a 'suppression list' containing your details so we know you have unsubscribed.

## ICO Registration

Bergstrom Europe Ltd is registered with the Information Commissioner's Office

## Contact Us

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## Changes to the privacy statement

We may update this privacy statement from time to time and recommend that you revisit it on occasion to see the latest version.

This statement was last updated in May 2018.