

Privacy Policy of SEAC Ltd

As of 25 May 2018

We are committed to safeguarding the privacy of our website visitors and customers; in this policy we aim to provide the best and as clear we can, our privacy information and your rights.

1. Who is collecting your information?

This domain and website are owned by **SEAC Ltd** (company Registration number 145362 in England), administered by its Marketing Executive, operating from the office at its registered address (see below). When you submit your data through this website, it arrives at a SEAC email inbox accessible by our administration and management team.

Our details

- 1.1 We are registered in England under registration number *145362*, and our registered office is at *2-4 Chartwell Drive, Wigston, Leicestershire, LE18 2FL*.
- 1.2 Our principal place of business is at *same as above*. SEAC's opening hours is from 0800 hrs to 1700 hrs on Mondays to Thursdays and 0800 hrs to 1600 hrs on Fridays.
- 1.3 You can contact us:
 - (a) by post, using the postal address given above;
 - (b) using our website contact form;
 - (c) by telephone, on 0116 2887719 (main switchboard) ; or
 - (d) by email, using sales@seac.co.uk.

2. How we will treat your information?

We treat your personal data very important and do all we can to ensure that it is treated with the strictest private and confidential rules. We have produced a data protection documentation (on data processes and handling) for staff and also appointed a Data Protection Officer. We carry out an audit of data every 6 months in particular to make sure that data held are correct and have lawful basis.

Privacy Policy of SEAC Ltd

As of 25 May 2018

3. What personal information are collected?

3.1 We collect, store and use the following kinds of personal information:

- (a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths;
- (b) information that you provide to us for the purpose of enquiries and in particular the request for samples (including your name, contact details and email address);
- (c) information that you provide to us when using the services on our website, or that is generated in the course of the use of those services (including the timing, frequency and pattern of service use);
- (d) any other personal information that you choose to send to us.

3.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with this policy.

4. For what purposes or on what lawful basis do we collect your data?

4.1 Personal information submitted to us through our website to request for quote, samples or information or to enter into a sales contract will be used for the purposes specified in this policy or on the relevant pages of the website.

4.2 We may use your personal information to:

- (a) administer our website and business;
- (b) personalise our website for you;
- (c) enable your use of the services available on our website;
- (d) supply to you services purchased through our website;
- (e) send statements, invoices and payment reminders to you, and collect payments from you;
- (f) send you non-marketing commercial communications;
- (g) send you email notifications that you have specifically requested;

Privacy Policy of SEAC Ltd

As of 25 May 2018

- (h) send you marketing communications relating to our business which we think may be of interest to you, by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
- (i) deal with enquiries and complaints made by or about you relating to our website;
- (j) keep our website secure and prevent fraud; and
- (k) verify compliance with the terms and conditions governing the use of our website.

4.3 If you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

4.4 Your privacy settings can be used to limit the publication of your information on our website, and can be adjusted using privacy controls on the website.

4.5 We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

4.6 All our website financial transactions are handled through our payment services provider, *[PSP name]*. You can review the provider's privacy policy at *[URL]*. We will share information with our payment services provider only to the extent necessary for the purposes of processing payments you make via our website, refunding such payments and dealing with complaints and queries relating to such payments and refunds.

5. Disclosing personal information

5.1 We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy.

5.2 We may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any ongoing or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);

Privacy Policy of SEAC Ltd

As of 25 May 2018

- (d) to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and
 - (e) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.
- 5.3 Except as provided in this policy, we will not provide your personal information to third parties.

6. International data transfers

- 6.1 Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this policy.
- 6.2 Information that we collect may be transferred to the following countries which do not have data protection laws equivalent to those in force in the European Economic Area, mainly the United States of America (origin or manufacturer and supplier of Fiberon).
- 6.3 You expressly agree to the transfers of personal information described in this Section 6

7. Security of personal information – how we process and store data

Your data are delivered in an email held in an inbox in our Cloud server. If it is needed, the the data will be entered into our secure Customer Relations Management database by a member of our sales team. The same staff will process your request (for samples, quotes, sales or information).

- 7.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.
- 7.2 We will store all the personal information you provide on our secure (password- and firewall-protected) servers.
- 7.3 All electronic financial transactions entered into through our website will be protected by encryption technology.

Privacy Policy of SEAC Ltd

As of 25 May 2018

- 7.4 You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.
- 7.5 You are responsible for keeping the password you use for accessing our website confidential; we will not ask you for your password (except when you log in to our website).

8. Data Retention/Storage

- 8.1 This Section 6 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal information.
- 8.2 Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes. This is normally a period of 12 months.
- 8.3 Notwithstanding the other provisions of this Section 6, we will retain documents (including electronic documents) containing personal data (this applies especially after a sale is made):
 - (a) to the extent that we are required to do so by law;
 - (b) if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
 - (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

9. Amendments

- 9.1 We may update this policy from time to time by publishing a new version on our website.
- 9.2 You should check this page occasionally to ensure you are happy with any changes to this policy.
- 9.3 We may notify you of changes to this policy [by email or through the private messaging system on our website].

Privacy Policy of SEAC Ltd

As of 25 May 2018

10. Your rights

10.1 You may instruct us to provide you with any personal information we hold about you; provision of such information will be subject to:

(a) the supply of appropriate evidence of your identity [(for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address)].

10.2 We may withhold personal information that you request to the extent permitted by law.

10.3 You may instruct us at any time not to process your personal information for marketing purposes.

10.4 We do not pass your personal information to third parties for marketing purposes, or we will provide you with an opportunity to opt out of the use of your personal information for marketing purposes at any time.

10.5 You may instruct us at any time, to change or update or delete your data where holding of such data is not required by the law. You must raise the change with us either through telephone or the post. Please refer point 1 for details of how to contact us.

10.6 You may raise any concern, objection or complain you may have regarding your data, in our use or processes etc by contacting our Data Protection Officer. Please refer point 1 for details of how to contact us.

11. Third party websites

11.1 Our website includes hyperlinks to, and details of, third party websites.

11.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.

12. Updating information

12.1 We mainly rely on providers of the information to inform us of any of data update or change. During our data audit, we may contact you to make sure our data is up to date.

Privacy Policy of SEAC Ltd

As of 25 May 2018

13. Cookies

See our Cookies Policy.

14. Data protection registration

13.1 We are registered as a data controller with the UK Information Commissioner's Office.