

# Privacy Policy

## Effective from 25th May 2018

Your privacy is important to us.

To better protect your privacy, we provide this privacy policy explaining our online & digital media information practices and the choices you can make about the way your personal information is collected and used. If you have any questions about any elements of this policy, please contact us at [datarequest@ame-group.co.uk](mailto:datarequest@ame-group.co.uk).

This privacy policy applies to all personally identifiable information collected or submitted on the ame-group.co.uk website (“**Site**”), direct contact & via digital media directly addressed to us. To make this privacy policy easy to find, it has been made available on our “**Site**” or upon request. Although our “**Site**” provides links to third-party web sites, they are not covered by this privacy policy. The “**Site**” assumes no responsibility for the privacy or security of information you provide to any third party through linked websites or any other means.

By using the “**Site**”, you agree that you have reviewed and understood our Privacy Policy to your full satisfaction and that AME Group Ltd is permitted to use your personal information as set forth below.

### 1 What Personal Information do we Store, and for which Purpose?

During the proposal, quotation and ordering process, referred to as “**Proposal**”, personal information is requested to obtain the most complete contact information for the administration of your account; for contacting you in the course of processing your “**Proposal**” and all your questions relating thereto; for delivering the “**Proposal**”; and informing you of any changes in the functionality and services of AME Group Ltd. Please note that we will only request data that is necessary for the purposes outlined below.

#### 1.1 The Personal Data we Collect

The personal data we will collect about you is shown below, but not restricted to:

- **Contact Data** including forenames, last name, work address (home address if this is used for business deliveries), email address and telephone numbers
- **Financial Data** including your chosen business bank account details and credit checks
- **Transactional Data** including payments made for products and services you have purchased from us
- **Marketing and Communications Data** including your preferences in receiving marketing from us and your communication preferences
- **Technical Data** including location, IP address and domain details presented by your chosen internet device or browser
- **Profile & Usage Data** presented through analytic profilers such as Google Analytics

## 1.2 How do we Collect your Personal Data?

Personal data is collected by us using the following methods:

- Direct interactions with our sales team, phone, email
- Automated technologies or interactions with our website

## 1.3 How do we use your Personal Data?

We use your personal data in the following circumstances and relying on the following lawful basis for processing:

Purpose Activity	Type(s) of Data	Lawful Basis for Processing
Initial engagement with yourself to discuss your requirements	Contact	Contract
To process and deliver your “Proposal” and manage our relationship with you	Contact Financial Marketing and Communications Transactional	Contract Legitimate interests to provide further services & develop our business
Use of data analytics to improve our website, services, marketing, customer relations and experiences	Technical Profile & Usage	Legitimate interests to analyse customer usage, to develop our business and to form our marketing strategy
Personal Data for Prospective employment purposes	Contact	Contract

## 1.4 Marketing Communications

By providing us with your business contact details you may receive related marketing information about AME Group Ltd and the services we offer.

Please note that your personal information will not be passed to any third-party organisation for marketing purposes.

You can opt-out of receiving these types of communications at any time by contacting us via email at [datarequest@ame-group.co.uk](mailto:datarequest@ame-group.co.uk), or by clicking on the relevant link in email communications you receive from us.

## 1.5 Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We also limit access to your personal data to only those staff who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Although we are subscribed to industry standard cyber protection software, even with such measures, no one is able to guarantee that unauthorised third parties will not be able to bypass these measures or otherwise capture information you provide via digital media. If such an event does occur and your information is compromised, this will be reported to the applicable regulator, where we are legally required to do so, as a data breach on our systems and you will be notified of this breach.

## 1.6 How Long is your Personal Data Retained

We only retain your personal data for as long as is necessary. You will be given the opportunity to have your information removed as described in section 3. The data we hold and the duration this is held for is shown in the table below

Purpose for processing	Lawful Basis for Processing
Marketing, Communication and Quotations	2 years from the latest business communication or activity or upon a removal of data request
Processing and delivering your “Proposal” and management of your account	7 years from you most recent transaction, unless we are required to hold the information longer by law.
Employment Data such as CV	Removed immediately if unsuccessful

## 2 Transfer to Unrelated Third Parties

Access to personal information by third parties may occur, but this will only be given where it is needed for the execution of services for you and on the basis it will be kept confidential and secure. Other circumstances where your personal information is transferred (but not restricted to), may be if we would sell our business. In such circumstances, personal information in our databases may be included among the transferred assets.

## 3 Request, Change or Removal of your Personal Information

You can request, have amended or corrected any personal information we hold on our systems by requesting our “Data Request Form” by emailing us at [datarequest@ame-group.co.uk](mailto:datarequest@ame-group.co.uk), including in the subject line “Data Request Form”. You must complete this form in full before any information is changed or provided to you.

### 3.1 Removal of Data

You can request the removal of your personally identifiable information from our databases by requesting a “Removal of Personal Information Form” from us at [datarequest@ame-group.co.uk](mailto:datarequest@ame-group.co.uk), including in the subject line “Data Removal Request”. We will not be able to honour your request, unless you complete the “Removal of Personal Information Form” in full. Where the information held is in relation to financial transactions, AME Group Ltd reserve the right to keep this information as outlined in section 0.

### 3.2 Objection to Processing of your Data

You have the right to object to us processing your personal data where it is:

- Based on our legitimate interests (for the purposes described in this privacy statement) unless we can demonstrate compelling grounds as to why the processing should continue in accordance with data protection laws
- For direct marketing purposes

Please be aware by exercising this right we may no longer be able to continue to provide our products or services to you.

For more information on your individual rights, please see the [Information Commissioner's Office](#).

## 4 Changes to this Policy

We reserve the right to make changes to this Privacy Policy at any time. Please check regularly to ensure that you are aware of any changes in our privacy practices. Our Privacy Policy will indicate the date it was last updated. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify you via e-mail at the last email address you have provided to us. You will have a choice as to whether or not we use your information in this different manner. If you elect not to allow us to use your information in this different manner, we will continue to use such information in accordance with the privacy policy under which the information was collected.

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