

# Privacy policy

## Key details

This website privacy policy describes how **Uniroyal Global Limited** (“we, us, our”) protects and makes use of the information you give the company when you use this website. We are the data controller for the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation 2018.

If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy.

This policy is updated from time to time. The latest version is published on this page.

This website privacy policy was updated on: **12.03.2018**

If you have any questions about this policy, please email [enquiries@uniroyalglobal.com](mailto:enquiries@uniroyalglobal.com) or write to: **The Marketing Department, Uniroyal Global Limited, West Craven Drive, West Craven Business Park, Earby, UK BB18 6JZ.**

## Introduction

We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website.

We also collect information to better understand how visitors use this website and to present timely, relevant information to them.

We may receive personal information about you whenever you contact us. For example, by doing the following:

- Completing our Contact Form
- Enquiring about, and/or applying for, job vacancies
- Enquiring about and/or purchasing, our products and services
- Using and browsing our website
- Telephoning, texting, writing by post or emailing us

## What data we gather

We may collect the following information:

- Name and job title

- Contact information including postal and email address and telephone number
- Demographic information, such as postcode, preferences and interests
- Website usage data
- Other information relevant to client enquiries
- Other information relevant to your use of our site and services, pertaining to special offers, marketing preferences, feedback and surveys
- In respect of our products and services details of your requirements and your payment details
- In respect of job applications, your CV including details of your education and employment history (and any other information which you may choose to provide to us with your CV)

#### *Information we collect about you on our website*

We collect information using Cookies and other similar technologies to help distinguish you from other users of our website. These can streamline your online experience by saving you from re-inputting some information and also allow us to make improvements to our website. For more information about how and why we use Cookies please take a look through our Cookie Policy below.

When you visit our website we may collect the following information:

- Which pages you view and which links you follow
- Your IP address and general location
- Details of the hardware and software that you are using to access the site
- Any passwords that you use on our website

Our Website is not intended for children and we do not knowingly collect data relating to children.

#### *Information we collect about you from other sources*

We may collect information about you from other sources. This may include the following:

- Publicly available information, from sources such as Companies House, the Electoral Roll, County Court Judgements and repossessions this may include details about your home, household, vehicles, financial situation and debts.
- Information you have shared publicly, including on social media (particularly in respect of job applications)
- If you apply for a job, we may collect information about your criminal record by obtaining a DBS check.
- Information from third party databases or data suppliers, such as credit reference agencies, including details about your creditworthiness.
- Your CV and other information relating to enquiries or application for job vacancies, which we may receive from other entities within our group.

This list is not exhaustive and, in specific instances, we may need to collect additional data for the purposes set out in this Policy.

#### *Information we receive about you from other sources*

Sometimes you will have given your consent for other websites, services or third parties to provide information to us.

This could include information we receive about you if you use any of the other websites we operate or the other services we provide, in which case we will have informed you when we collected that data if we

intend to share those data internally and combine it with data collected on this site. We will also have told you for what purpose we will share and combine your data.

It could also include information from third parties that we work with to provide our products and services, such as payment processors, delivery companies, technical support companies and advertising companies. Whenever we receive information about you from these third parties, we will let you know what information we have received and how and why we intend to use it.

## How we use this data

We take data protection law seriously, so below we have set out exactly how and why we use your information, and what our legal basis is to be able to use your information in each way.

Collecting this data helps us understand what you are looking from the company, enabling us to deliver improved products and services.

Specifically, we may use data:

- For our own internal records.
- To improve the products and services we provide.
- To contact you in response to a specific enquiry.
- To customise the website for you.
- To send you promotional emails about products, services, offers and other things we think might be relevant to you.
- To send you promotional mailings or to call you about products, services, offers and other things we think might be relevant to you.
- To contact you via email, telephone or mail for market research reasons.

### ***Providing our services***

It is necessary for us to use personal information about you to enter into and perform the contracts that we make with you, such as when you order our goods or services. Using your information in this context is necessary so that we can:

- Provide you with information about our products and services, including our availability
- Carry out our obligations arising from any contracts entered into between you and us
- Provide our products services and deal with payments in relation to those
- Verify your identity
- Deal with any complaints you may have
- Contact you about any changes that we make to our products or services
- Administer our website, including troubleshooting problems, analysing statistics, conducting research and tests and keeping the site secure

If you enquire about, or apply for, a job vacancy, it is necessary for us to use your personal information as part of the recruitment process, in order to assess your suitability for a particular role.

We may use automated decision-making and profiling to tailor the information we provide to you to your specific circumstances.

### ***Telling you about other products or services that we think may be of interest to you***

We may use your information to identify and tell you about our products or services that we think may be of interest to you. We will only do this where you have informed us that you would like to receive marketing communications.

We may also use your information to invite you to participate in market-research. If we do contact you about market-research, you do not have to participate. If you tell us that you do not want to receive market-research communications, we will respect this.

Whether you choose to receive marketing communications, or market-research communications is entirely up to you. You can choose to receive both, none, or just one or the other. Your choice will not affect any products or services that you have purchased from us, nor will it affect any quotes for products or services you buy in future.

You can update your preferences by using the links in any of our emails to you, or by getting in touch using our Contact Form.

### ***Telling you about products or services that are similar to ones that you have already bought***

If you have already bought a product or service from us, or you have already obtained a quote from us, we may contact you with some information about products or services that are similar.

We will only contact you by email or text message and you can choose not to receive these messages at any time. Simply follow the instructions in the message, or get in touch using our Contact Form.

### ***Making our business better***

We always want to offer the best products, services and experience that we can. Sometimes this means we may use your information to find ways that we can improve what we do, or how we do it.

In this context, we will only use you information where it is necessary so that we can:

- Review and improve our existing products and services and develop new ones
- Review and improve the performance of our systems, processes and staff (including training)
- Improve our site to ensure that content is presented in the most effective manner for you and for your computer
- measure and understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you

### ***Contacting you***

We want to stay in touch with you! Sometimes we may need to use the information that we have about you in order to respond to your questions or let you know about important changes.

We will only use your information in this respect where it is necessary so that we can:

- Interact and respond to any communications you send us, including where you use our Contact Form, and any social media posts that you tag us in
- Let you know about any important changes to our business or policies

### ***Verifying your identity***

We may use your information where it is necessary for us to do so in order to meet our legal obligations or to detect and prevent fraud, money-laundering and other crimes.

### ***Protecting you and others from harm***

We may use your information where it is necessary to protect your interests, or the interests of others. This may include in the event of criminality such as identity theft, piracy or fraud.

### ***Who do we share your personal information with?***

*Sharing your information within our company and group*

We share the information that you provide to us with our staff so that we can provide our products and services to you.

We may share the information that you provide to us with other companies within the Uniroyal Global group (which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006) and other websites that we operate.

#### *Sharing your information with third parties*

We may share your data with selected third parties, including (i) business partners, distributors, suppliers and sub-contractors for the performance of any contract we enter into with them or you, (ii) advertisers and advertising networks that require the data to select and serve relevant adverts to you and others (iii) analytics and search engine providers that assist us in the improvement and optimisation of our website.

For example, we will share your data with:

- Distributors for customer service purposes.
- Delivery companies for the purpose of delivering our products.

There are certain exceptional circumstances in which we may disclose your information to third parties. This would be where we believe that the disclosure is:

- Required by the law, or in order to comply with judicial proceedings, court orders or legal or regulatory proceedings
- Necessary to enforce or apply our terms of use and other agreements, protect the rights, property, safety of us, our employees, customers, clients, or the public
- Necessary for the prevention or detection of crime, including exchanging information with other companies or organisations for the purposes of fraud protection and credit risk reduction.
- Proportionate as part of a merger, business or asset sale, in the event that this happens we will share your information with the prospective seller or buyer involved

#### ***Legal basis for us processing customer personal data***

We collect and use customers' personal data because it is necessary for the pursuit of our legitimate interests (as set out below), the purposes of complying with our duties and exercising our rights under a contract for the sale of goods to a customer or complying with our legal obligations.

Broadly speaking "legitimate interests" means that we can process your personal information if: we have a genuine and legitimate reason to **and** we are not harming any of your rights and interests. When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Our normal legal bases for processing customer data, is that it will be necessary for (i) our legitimate interests (ii) performance of a contract, (iii) to take steps at the request of the data subject prior to entering into a contract, and (iv) compliance with our legal obligations and the administration of justice.

We may also process data where you have consented to it. Customers have the right to withdraw consent at any time. Where consent is the only legal basis for processing, we will cease to process data after consent is withdrawn.

#### ***How long do we keep your personal information?***

We will only store your personal information for as long as we need it for the purposes for which it was collected. Where we provide you with any service (including where you have purchased products from us),

we will retain any information you provide to us at least for as long as we continue to provide that service to you.

If you apply for a job vacancy (or otherwise send us your CV) we will retain your CV (and any publicly available information, for example from social media) for a period of 6 months. If we are considering you for a particular role, we may retain this information for longer than that period.

In all other circumstances, we will keep your information for a period for five years **OR** until you request that your personal data is erased.

## Transfer of your personal information outside of the UK

It may sometimes be necessary to transfer personal economic information overseas. When this is needed information is only shared within the European Economic Area (EEA). Any transfers made will be in full compliance with all aspects of the Data Protection Act 1998, including any changes made to the Act, and the EU General Data Protection Regulation 2018.

## Cookies and how we use them

### What is a cookie?

A cookie is a small file placed on your computer's hard drive, which records how you have used a website. Cookies allow website operators to accumulate useful information, such as whether the computer (and sometimes its user) has visited the site before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit. It also enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

### How we use cookies

We use cookies to monitor how people use our website including estimating audience size and patterns of use in order to help us to provide you with a better service. Cookies make it easier for you to log on and use the website during future visits. They also allow us to personalise the content of the website for you by storing information about your preferences. We use the following cookies:

**Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

**Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

**Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

**Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

We also use Web Beacons. Some of the pages on our website and e-mail newsletters may contain electronic images called web beacons, sometimes known as one pixel GIFs, clear GIFs or pixel tags. On websites, these allow us to count visitors who have viewed our pages. In e-mail newsletters they allow us to count how many subscribers have read them. Web beacons allow us to develop statistical information about the activities and features that most interest our consumers for the purpose of providing more personalised content. They are not used to access personally identifiable information without your consent.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

We may use cookies to:

- **Analyse our web traffic using an analytics package.** Aggregated usage data helps us improve the website structure, design, content and functions.
- **Identify whether you are signed in to our website.** A cookie allows us to check whether you are signed in to the site.
- **Test content on our website.** For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- **Store information about your preferences.** The website can then present you with information you will find more relevant and interesting.
- **To recognise when you return to our website.** We may show your relevant content, or provide functionality you used previously.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

For further information, please see our cookies policy here: <http://www.ambla.com/cookie-policy-ambla/>.

## Controlling cookies

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.

However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

To learn more about cookies and how they are used, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## Controlling information about you

When you fill in a form or provide your details on our website, you may see one or more tick boxes allowing you to:

- Opt-in to receive marketing communications from us by email, telephone, text message or post.

- Opt-in to receive marketing communications from our third-party partners by email, telephone, text message or post.

If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:

- Send an email to **enquiries@uniroyalglobal.com**.
- Write to us at: **The marketing Department, Uniroyal Global Limited, West Craven Drive, West Craven Business Park, Earby, UK BB18 6JZ.**

We will never lease, distribute or sell your personal information to third parties unless we have your permission or the law requires us to.

Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998/2018, including any changes made to the Act, and the EU General Data Protection Regulation.

## Security

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this policy.

We try to ensure that all information you provide to us is transferred securely via the website. 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 our site; any transmission is at your own risk. To prevent unauthorised disclosure or access to your information, we have implemented physical and electronic security safeguards.

All information you provide to us is stored on our/third party secure servers  
We also follow stringent procedures to ensure we work with all personal data in line with the Data Protection Act 1998 and the EU General Data Protection Regulation 2018.

## Your Rights

### ***You have the right to be informed***

We have a legal obligation to provide you with concise, transparent, intelligible and easily accessible information about your personal information and our use of it. We have written this policy to do just that, but if you have any questions or require more specific information, you can get in touch using our Contact Form.

### ***You have the right to access your personal data***

You have the right to ask us to confirm whether or not we hold any of your personal information. If we do, you have the right to have a copy of your information and to be informed of the following:

- Why we have been using your information
- What categories of information we were using
- Who we have shared the information with
- How long we envisage holding your information

In order to maintain the security of your information, we will have to verify your identity before we provide you with a copy of the information we hold.



The first copy of your information that you request from us will be provided free of charge, if you require further copies we may charge an administrative fee to cover our costs.

***You have the right to correct any inaccurate or incomplete personal data***

Where you have requested a copy of the information we hold about you, you may notice that there are inaccuracies in the records, or that certain parts are incomplete. If this is the case you can contact us so that we can correct our records.

***You have the right to be forgotten***

There may be times where it is no longer necessary for us to hold personal information about you. This could be if:

- The information is no longer needed for the original purpose that we collected it for
- You withdraw your consent for us to use the information (and we have no other legal reason to keep using it)
- You object to us using your information and we have no overriding reason to keep using it
- We have used your information unlawfully
- We are subject to a legal requirement to delete your information

In those situations, you have the right to have your personal data deleted. If you believe one of these situations applies to you, please get in touch using our Contact Form.

***You have the right to have a copy of your data transferred to you or a third party in a compatible format***

Also known as Data Portability, you have the right to obtain a copy of your personal data for your own purposes. This right allows you to move, copy or transfer your personal data more easily from one IT system to another, in a safe and secure way.

If you would like us to transfer a copy of your data to you or another organisation in a structured, commonly use and machine-readable format, please contact us. There is no charge for you exercising this right.

***You have the right to object to direct marketing***

You can tell us at any time that you would prefer that we do not use your information for direct marketing purposes. If you would not like to receive any direct marketing from us, please contact us or use the links provided in any of our marketing communications, and we will stop sending direct marketing immediately.

***You have the right to object to us using your information for our own legitimate interests***

Sometimes, we use your personal information to achieve goals that will help us as well as you. This includes:

- When we tell you about products or services that are similar to ones that you have already bought
- When we use you information to help us make our business better
- When we contact you to interact, communicate or let you know about changes we are making

We aim to always ensure that your rights and information are properly protected. If you believe that the way we are using your data is not justified due to its impact on you or your rights, you have the right to object. Unless we have a compelling reason to continue, we must stop using your personal data for these purposes.

In order to exercise your right to object to our use of your data for the purposes above, please contact us.

***You have the right to restrict how we use your personal data***

You have the right to ask us to stop using your personal data in any way other than simply keeping a copy of it. This right is available where:

- You have informed us that the information we hold about you is inaccurate, and we have not yet been able to verify this
- You have objected to us using your information for our own legitimate interests and we are in the process of considering your objection
- We have used your information in an unlawful way, but you do not want us to delete your data
- We no longer need to use the information, but you need it for a legal claim

If you believe any of these situations apply, please contact us.

### ***You have rights related to automated-decision making and profiling***

Any automated decision-making or profiling we undertake is solely for the purpose of tailoring the information which we provide to you. We will not use automated decision-making or profiling to make any decisions which will have a legal effect upon you or otherwise significantly affect you, and you have the right not to be subject to such decisions. If you have any concerns or questions about this right, please contact us.

## **Links from our site**

Our website may contain links to other websites.

Please note that we have no control of websites outside the **uniroyalglobal.co.uk** and the **ambla.com** domains. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.

## **Changes to our Privacy Policy**

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

## **Complaints**

If you wish to make a complaint about our collection or use of your personal data, please [contact us](#) in the first instance so that we may seek to resolve your complaint.

You have the right to lodge a complaint with the Information Commissioner's Office (ICO), the statutory body which oversees data protection law in the UK. Please visit the [ICO website](#) if you wish to lodge a complaint with the ICO.