

# IMS83 Business Privacy Policy

## Introduction

This privacy policy outlines how SMS-Environmental protects and controls the Personal Information provided by you when you use our website and other services.

SMS-Environmental is committed to ensuring your privacy is protected and will only collect, store and process information in compliance with the General Data Protection Regulations (GDPR) and all other data protection legislation currently in force.

SMS Environmental may make changes to this policy from time to time. You should check this page occasionally to ensure that you are happy with any changes. This policy is effective from 31.08.2018.

## Business Privacy Policy Statement

We gather and use only relevant information about individuals or companies 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.

Personal Information will only be retained for as long as we are required to do so by applicable law(s) or for as long as is necessary for the purpose(s) for which it is processed.

Your information will not be shared with other third parties without your permission, unless required by law. We will delete Personal Information when it is no longer needed.

SMS Environmental is committed to ensuring your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## What we collect

We may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information, such as postcode, preferences and interests

- Website usage data
- Other information relevant to client enquiries
- Other information pertaining to special offers and surveys

## **What we do with the information we gather The data provided by you may be used to:**

- Provide you with a better service
- Contact you in response to enquiries from you
- Improve our products and services
- Monitor the use of our website.
- Provide you with marketing information if you have agreed.

## **Cookies and how we use them**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies and remove them from your device at any time.

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## Your Rights

Subject to restrictions under the privacy and data protection laws in force in the United Kingdom and European Union, you have the right to request from us access, rectification, erasure, restriction and discontinuation of processing and portability of your Personal Information. You also have the right not be subject to automated individual decision making. You may choose to restrict the collection or use of your Personal Information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you 'DO' want the information to be used for direct marketing purposes.
- If you have previously agreed to us using your Personal Information for direct marketing purposes, you may change your mind at any time by contacting us.
- If you believe that any information we are holding on you is incorrect or incomplete, please contact us as soon as possible. We will promptly correct any information found to be incorrect.

In cases of a breach, or suspected breach, of data security you will be informed, as will any appropriate regulator, in accordance with our legal obligations.

The supervisory authority in the UK for data protection matters is the Information Commissioner (ICO). If you think your data protection rights have been breached in any way by us, you are able to make a complaint to the ICO.

## Contact Us

If you have any questions about this policy or would like to exercise your rights in terms of Personal Information, please contact us:

- Email: [info@sms-environmental.co.uk](mailto:info@sms-environmental.co.uk).
- Address: SMS Environmental, Quad One, Becquerel Avenue, Harwell Campus, Didcot, Oxfordshire, OX11 0RA.
- Telephone: 01235 835835