



### 3. **Data Collected**

Without limitation, any of the following Data may be collected by this Website from time to time:

- 3.1 name;
- 3.2 company name;
- 3.3 address;
- 3.4 contact information such as email addresses and telephone numbers;
- 3.5 IP address (automatically collected);
- 3.6 web browser type and version (automatically collected);
- 3.7 operating system (automatically collected);
- 3.8 a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected).

### 4. **Our Use of Data**

- 4.1 Any personal Data you submit will be retained by Ashby Precision Engineering Limited for a period of six months.
- 4.2 Unless we are obliged or permitted by law to do so, and subject to Clause 5, your Data will not be disclosed to third parties or affiliates.
- 4.3 All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see Clause 11 below.
- 4.4 Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
  - 4.4.1 internal record keeping;
  - 4.4.2 improvement of our products / services;
  - 4.4.3 transmission by email of promotional materials that may be of interest to you;
  - 4.4.4 contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website.

### 5. **Third Party Websites and Services**

- 5.1 Ashby Precision Engineering Limited may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment processing, delivery of purchased items, search engine facilities, advertising and marketing. The providers of such services do not have access to certain personal Data provided by Users of this Website.

### 6. **Links to Other Websites**

- 6.1 This Website may, from time to time, provide links to other websites. Ashby Precision Engineering Limited has no control over such websites and is in no

way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

## **7. Changes of Business Ownership and Control**

7.1 Ashby Precision Engineering Limited may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Ashby Precision Engineering Limited. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

7.2 In the event that any Data submitted by Users is to be transferred in such a manner, you will be contacted in advance and informed of the changes.

## **8. Controlling Use of Your Data**

8.1 Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:

8.1.1 use of Data for direct marketing purposes; and

8.1.2 sharing Data with third parties.

## **9. Your Right to Withhold Information**

9.1 You may restrict your internet browser's use of Cookies. For more information see Clause 12.

## **10. Accessing your own Data**

10.1 You have the right to ask for a copy of any of your personal Data held by Ashby Precision Engineering Limited (where such data is held) on payment of a small fee which will not exceed £10.

## **11. Security**

11.1 Data security is of great importance to Ashby Precision Engineering Limited and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

## **12. Cookies**

12.1 This Website may place and access certain first party Cookies on your computer. First party cookies are those placed directly by Ashby Precision Engineering Limited via this Website and are used only by Ashby Precision Engineering Limited. Ashby Precision Engineering Limited uses Cookies to improve your experience of using the Website and to improve our range of services. Ashby Precision Engineering Limited has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

12.2 By using this Website you may receive certain third party Cookies on your computer. Third party cookies are those placed by websites and/or parties other than Ashby Precision Engineering Limited. Third party cookies are used

on this Website for analytical purposes and are detailed in full below. These cookies are not integral to the services provided by the Website.

- 12.3 All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
- 12.4 Before Cookies are placed on your computer, subject to sub-Clause 12.5, you will be presented with a prompt requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Ashby Precision Engineering Limited to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.
- 12.5 This Website uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and the services offered through it. You do not have to allow us to use these Cookies, as detailed below, however whilst our use of them does not pose any risk to your privacy or your safe use of the Website, it does enable us to continually improve our business.
- 12.6 The analytics services used by this Website use Cookies to gather the required information. These Cookies may be placed on your computer immediately when you decide to visit the Website and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below.
- 12.7 You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.
- 12.8 You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
- 12.9 It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

### 13. **Changes to this Policy**

Ashby Precision Engineering Limited reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.