

## Privacy Policy

Le Mark Group Ltd ("We") are committed to protecting and respecting your privacy.

This policy (together with our [terms of use](#) and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.gaffertape.com](http://www.gaffertape.com) you are accepting and consenting to the practices described in this policy.

For the purpose of the EU General Data Protection Regulation 2018 (the Act), the data controller is Le Mark Group Ltd of Houghton Hill Industries Sawtry Way, Houghton, Huntingdon, Cambridgeshire, PE28 2DH. Our nominated representative for the purpose of this act is Christine Marshall.

### INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- Information you give us. You may give us information about you by filling in forms on our site [www.gaffertape.com](http://www.gaffertape.com) (our site) or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our site, subscribe to our service, search for a product, place an order on our site, enter a promotion or survey, when you report a problem with our site and when you complete an information, sample or quotation request form. The information you give us may include your name, address, e-mail address, phone number and financial information.
- Information we collect about you. With regard to each of your visits to our site we may automatically collect the following information:
  - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
  - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.
  - Information we receive from other sources. We may receive information about you if you use any of the other websites we operate or the other services we provide. We may also receive information about you from third parties (including, for example, business partners, sub-contractors in technical or payment services, advertising networks, analytics providers and search information providers). Your information will be handled in accordance with the relevant data protection legislation at all times.

### COOKIES

Our site uses cookies to distinguish you from other users of our sites. This helps us to provide you with a good experience when you browse our sites and also allows us to improve our sites. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie policy](#).

## USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
  - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
  - to provide you with information about other goods and services we offer, similar to those that you have already purchased or enquired about. We will only contact you via email with information about companion goods, similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer we will contact you by email only if you have consented to this. If you do not want us to use your data in this way please tick or un-tick as appropriate the relevant box situated on the form on which we collect your data; **(IMPORTANT: We're just updating our opt-in section – please email [info@gaffertape.com](mailto:info@gaffertape.com) with any questions or changes to your preferences)**
  - to notify you about changes to our service;
  - to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
  - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
  - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
  - to allow you to participate in interactive features of our service, when you choose to do so;
  - as part of our efforts to keep our sites safe and secure;
  - to make suggestions and recommendations to you and other users of our sites about goods that may interest you or them.
- **Information we receive from other sources.** We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

## DISCLOSURE OF YOUR INFORMATION

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.
- Credit reference agencies for the purpose of assessing your credit score.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Le Mark Group Ltd or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our [terms of use](#) or [terms and conditions of sale](#) and other agreements; or to protect the rights, property, or safety of Le Mark Group Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## WHERE WE STORE YOUR PERSONAL DATA

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

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 sites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [info@gaffertape.com](mailto:info@gaffertape.com)

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites

have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## ACCESS TO INFORMATION

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act.

## CHANGES TO OUR PRIVACY POLICY

Any changes we may 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.

## CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [info@gaffertape.com](mailto:info@gaffertape.com)