

## PRIVACY POLICY

Troxel Ltd is a design and manufacturing company, serving various industries worldwide with safety instrumentation.

In order to best serve existing and potential customers, we collect and use personal information relating to individuals as part of our marketing activities.

This privacy policy sets out how Troxel Ltd collects and uses personal information about individuals.

### Information we may collect about you

We may collect the following information about you:

#### Information you give to us

You may give us information about you by filling in a form, contacting us by phone or e-mail, or in person.

The information you give us depends on the reason for you contacting us, but may include your name, job title, address, date of birth, e-mail address and phone number, personal identification documents and dietary requirements.

#### Information we collect about you

We use cookies to automatically collect information about individuals who visit our website. These cookies are stored only in the browser and are not accessed by, or shared with, any other service or third party.

#### Information we receive from other sources

We work closely with other organisations, such as business partners, distributors, analytics providers, search information providers, and we may receive information about you from them.

The categories of information we receive from these sources may include your name, address, date of birth, e-mail address and phone number, personal identification documents, and dietary requirements.

We may also collect information about you from publicly available sources, such as media reports, in order to better understand the people we interact with.

### Use of your information

We need to obtain, store and use information about you for legitimate business purposes – namely, so that you can enjoy and benefit from our products and services. We may use information we hold about you in the following ways:

- to confirm your identity
- to administer any transactional relationship with our company
- to let you know about other relevant services, both ours and those of other parties whose products and services we have agreed should be made available to you
- to update and correct our customer relationship management database records
- to carry out statistical and market analyses, to enable us to understand you better and improve our products and services
- to develop, test and improve our systems
- to notify you about changes to our products and services

- to administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes

### Contacting you

An important part of our work is communicating with our customers, telling them about our activities and how we are supporting their business interests. To do so, we use personal information to keep in touch with individuals within our customer organisations.

We will use the contact information you have given us to send you important information. This may be by post, email, text message or telephone.

We may also use the information we hold about you to provide you with information about other products or services we feel may interest you.

Because we operate primarily with businesses rather than individuals, we do not generally seek your consent to send you marketing communications. We believe that such communications are both in our legitimate interests, to raise awareness and promote our products and services, and in your interests. However, you do have the right to ask us to stop sending you marketing communications. Please contact [marketing@trolex.com](mailto:marketing@trolex.com) to be excluded from such mailings.

### Sharing your information

We may share your information with selected third parties including:

- Event venues, attendees, speakers, sponsors and organisers
- Online service providers, such as event booking systems, marketing systems and survey tools

We may also share your personal information to third parties, 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 and other agreements; or to protect our rights, property, or safety of our customers, or others.

### Our legal basis for collecting, holding and using your information

Data protection law sets the lawful legal bases (or conditions) which allow us to collect, hold and use your personal information. These are:

- For the purposes of our own legitimate interests. We believe that we have a legitimate interest in being able to provide information about our products and services to our customer organisations. As set out in this notice, this sometimes requires us to collect and use personal information about individuals. We only use this legal basis where these interests are not overridden by your interests and fundamental rights or freedoms.
- Where we have entered into a contract with you. In these circumstances, we may need to process your personal information in order to fulfil the contract. For example, this may apply if you attend one of our events, whether that be at Trolex or at an exhibition.
- Where we are under a legal obligation to process personal information. For instance, we are required to collect certain information in accordance with our obligations under equalities legislation.

Data protection law recognises certain "special categories" of personal information, which include information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic information, biometric information for

uniquely identifying a person, information concerning health, and information concerning a person's sex life or sexual orientation.

These special categories are considered particularly sensitive and so we will only collect and use this information where you have given us your explicit consent, or where we consider it necessary to do so. For example, you may choose to tell us about your health condition before attending one of our events. We will only use this information for the particular event and not for any other purposes.

### **Security and storage of your personal information**

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

### **Your rights**

You have the right to request from us access to your own personal information. This is sometimes known as a 'subject access request'.

You also have the right to ask us not to process your personal data for direct marketing purposes.

From 25 May 2018, you will have additional rights to request that:

- Inaccurate information we hold about you is corrected
- Your information is deleted
- We stop using your personal information for certain purposes
- Decisions about you are not made by wholly automated means

Many of the rights listed above are limited to certain defined circumstances and we may not be able to comply with your request. We will tell you if this is the case.

If you choose to make a request to us, we will aim to respond to you within one week. We will not charge a fee for dealing with your request.

If you are dissatisfied with how we are using your personal information, or if you wish to complain about how we have handled a request, then please contact [info@trolex.com](mailto:info@trolex.com), and we will try to resolve any issues you may have.