

Data Privacy Policy
U.K.P. Accessories Ltd.

1. Introduction

U.K.P. Accessories Ltd. ("We") are committed to protecting and respecting your privacy.

This policy 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.

The rules on processing of personal data are set out in the General Data Protection Regulation (the "GDPR").

2. Definitions

"Personal data" means any information or pieces of information that could identify you either directly (e.g. your name) or indirectly (e.g. through pseudonymised data, such as a unique ID number). This means that personal data includes things like email/home addresses and personal preferences and it could also include unique numerical identifiers like your computer's IP address or your mobile device's MAC address, as well as cookies.

This Privacy Policy covers all personal data about you that is collected and used by U.K.P. Accessories Ltd.

3. Who are we?

U.K.P. Accessories Ltd. is the data controller. This means we decide how your personal data is processed and for what purposes. Our contact details are: U.K.P. Accessories Ltd., Bank House, 35-41 Bott Lane, Walsall, WS1 2JQ, UK. Tel: 01922 640598. Email: enquiries@ukpaccessories.com.

4. The purpose(s) of processing your personal data

We use your personal data for the following purposes:

- To inform individuals of news, events or activities;
- To maintain our own accounts and records;
- You may give us information about you by filling in forms on our site www.ukpaccessories.com (our site) or by corresponding with us by phone, e-mail or otherwise.

5. The categories of personal data concerned

- The personal data you give us may include your name, address, e-mail address and phone number.

6. What is our legal basis for processing your personal data?

Our lawful basis for processing your general personal data:

| In which context is your personal data collected? | In which context is your personal data collected? What personal data may we hold about you? | How and why we may use it? | What is our legal basis for processing your personal data? |
|---|---|--|---|
| Account creation & management | First name and surname; Organisation name; Professional email address; Professional and/or personal address; Professional and/or personal phone number. | To: Manage any contact we have with you about your orders; Send you marketing communications. | The performance of a contract Our legitimate interests: (i) to improve our products and services; (ii) better engage with you; (iii) prevent fraud; and (iv) secure our tools; and Consent – so you can receive marketing communications from us. |
| Newsletters and marketing | First name and surname; Organisation name; Professional email address; Professional and/or personal address; Professional and/or personal phone number. | To: Send you marketing communications Show you marketing communications on other websites, including social media platforms. Keep an up to date suppression list if you have asked not to be contacted; | Consent – so you can receive marketing communications from us; and Our legitimate interests: (i) to improve our products and services; and (ii) better engage with you. |
| Enquiries Where your personal data are collected when you ask questions relating to our products. | First name and surname; Organisation name; Professional email address; Professional and/or personal address; Professional and/or personal phone number | To: Answer and manage your enquiries; | The performance of a contract – to respond to your enquiries. Our legitimate interests: (i) to improve our products and services; (ii) better |

| | | | |
|--|---|--|--|
| | Other information you have shared with us about yourself in relation to your enquiry. | | engage with you; and (iii) secure our tools. |
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7. Sharing your personal data

Your personal data will be treated as strictly confidential. It will only be shared as necessary for the completion of a contract such as with transportation companies.

8. How long do we keep your personal data?

We will keep your personal data for as long as we need to provide you with your requested service(s) or to meet our commercial or legal obligations.

To determine the retention period of your personal data, we consider several criteria to make sure that we do not keep your personal data for longer than is necessary or appropriate. These criteria include:

- The purpose for which we hold your personal data.
- Our legal and regulatory obligations in relation to that personal data, for example any financial reporting obligations.
- Whether our relationship with you is ongoing, for example, you have an active account or you continue to receive marketing communications.
- Any specific requests from you in relation to the deletion of your personal data; and
- Our legitimate business interests in relation to managing our own rights, for example the defence of any claims.

When we no longer need to retain your personal data, it will be deleted or be anonymised so that you can no longer be identified from it.

9. Providing us with your personal data

You are under no statutory or contractual requirement or obligation to provide us with your personal data.

10. Your rights and your personal data

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you.
- The right to request that we correct any personal data if it is found to be inaccurate or out of date.
- The right to request your personal data is erased where it is no longer necessary to retain such data.
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller.
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing.
- The right to object to the processing of personal data where processing is based on legitimate interests.

11. Transfer of Data Abroad

Personal data may be transferred outside of the EEA for the purposes of completing a contract or order, for example, providing delivery information to an overseas office. The information could be sent to one of our international offices in Hong Kong, China, India, Bangladesh or Canada.

12. Automated Decision Making

We do not use any form of automated decision making in our business.

13. Further processing

If we wish to use your personal data for a new purpose, not covered by this Data Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.

14. How we use website cookies

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.

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

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. 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. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

16. 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.

17. 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.

How to make a complaint

To exercise all relevant rights, queries or complaints please in the first instance contact us in writing, via phone or by email. U.K.P Accessories Ltd., Bank House, 35-41 Bott Lane, Walsall, WS1 2JQ. Tel: 01922 640598. Email: enquiries@ukpaccessories.com Contact Person: Helen Starkey.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](#) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.