



# Privacy Statement

The EU General Data Protection Regulation ("GDPR") comes into force across the European Union on 25th May 2018 and brings with it the most significant changes to data protection law in two decades. The new Regulation aims to standardise data protection laws and processing; affording individuals stronger, more consistent rights to access and control their personal information.

At **Biokil Crown**, we are committed to ensuring the security and protection of any personal information that we hold on your behalf - your data is secure with us.

To support this, we have updated our Privacy Statement which is detailed below;

## 1. About our Privacy Policy

This policy explains when and why we collect personal information about our members and instructors, how we use it and how we keep it secure and your rights in relation to it.

We may collect, use and store your personal data, as described in this Data Privacy Policy and as described when we collect data from you.

We reserve the right to amend this Data Privacy Policy from time to time without prior notice. You are advised to check our website [www.biokilcrown.com](http://www.biokilcrown.com) for any amendments.

We will always comply with the General Data Protection Regulation (GDPR) when dealing with your personal data. Further details on the GDPR can be found at the website for the Information Commissioner ([www.ico.gov.uk](http://www.ico.gov.uk)). For the purposes of the GDPR, we will be the "controller" of all personal data we hold about you.

## 2. What information we collect and why

We may collect personal data from you when you buy or use our products or services, when you attend Biokil Crown events, sign up to Biokil Crown newsletters or enter into offers or promotions, interact with us on social media platforms, contact us, make a complaint or use our Websites.

The categories of personal data we may request include your name, occupation, contact information (email, postal address and phone/mobile number), credit card/payment details, and general information about you such as your experience with Biokil Crown products and services. We may also keep copies of any correspondence you send us which may include personal data.

You should only give us personal data on behalf of someone else if you have their permission to do so or you know that they would not have any objection to us processing their information in accordance with this Privacy Notice.

We may receive personal data about you from the following third parties:

- We may request information about you from credit reference agencies and fraud prevention agencies to assist us in the provision of our goods and services to you.
- Some of our sales staff are self-employed representatives who are authorised to sell Biokil Crown products and services. These representatives collect your personal data in connection with a purchase or prospective purchase and pass this information on to us.
- We may sometimes obtain information about prospective customers from third party organisations for marketing purposes. We will always take steps to ensure that your personal data is only used for these purposes if you have consented to receive marketing materials from us. You can opt out from receiving our marketing communications at any time by following the instructions in any of the messages you receive.

We are required by law to provide you with information about the purposes for which we use your information and the legal justification for us to use that information. For example, there may be a legal justification for us to use your personal data where:

- We need to use your information to perform a contract with you or to fulfil a request originated by you.
- You have given your consent to us using your information.
- Using your information is in our legitimate business interests (provided these interests are balanced against your rights).
- We need to process your personal data to comply with legal obligations to which we are subject.

The table below sets out the different purposes for which we may use your personal data and the legal basis for each one. Note that the purposes for which we use your personal data may change from time to time, in which case we will update this privacy notice (see further "Updates to our Privacy Notice" below).

Type of information	Purposes	Legal Basis of Processing
<p>Improve your experience with Biokil Crown and on our Websites</p>	<p>We use personal data such as your name, email address, postal address, telephone number, IP address, preferences, site usage information and purchase history to improve your experience with Biokil Crown and on our Websites. We may use this information to track your activities on our Websites; to recognise your computer or device so that you are able to save your preferences and stay logged in to the Website without having to re-enter your online account credentials; to preserve the contents of your shopping cart and remind you if you have left items in it, or to remind you if you left the Website without adding items to your cart; and to otherwise enhance, monitor and analyse your usage of the Websites.</p>	<p>Our legitimate business interests in providing the best shopping and browsing experiences to our customers and visitors, to enable the use of our Websites and functionality and to protect their operation, to identify and resolve possible technical issues, and to continuously improve and protect our company, property and customers against fraud (referred to as "our legitimate interest")</p>
<p>Identify you when you contact us</p>	<p>We may use your name, email address, postal address, telephone number or payment information to identify you when you contact us, for the purposes of processing and fulfilling your requests for products and services and keeping you informed about your requests.</p>	<p>Performance of our contractual obligations, our legitimate interest, or your consent.</p>
<p>Detect and prevent fraudulent transactions</p>	<p>We may need to process your personal data in order to keep your payments safe and secure and protect against fraudulent transactions.</p>	<p>It is in our legitimate interests to process personal data to keep our customers' payments secure.</p>
<p>Comply with legal obligations to which we are subject</p>	<p>We may need to process your personal data to comply with legal obligations binding or accepted by us. For example, we may need to retain your transaction records for a period of time to comply with tax or accounting requirements or carry out checks on you when you purchase a product or service to satisfy our obligations under anti-money laundering legislation or disclose your personal data if forming part of an investigation by law enforcement.</p>	<p>Compliance with our legal obligations</p>
<p>Product development, to understand what products and services you might prefer, and tailor your experience according to your preferences</p>	<p>We use personal data (such as your name, email address, postal address (including postcode), telephone number, order history, IP address; preferences, and site usage information) to better understand you and your preferences so that we can provide you with tailored offers and personalise your experience on our Websites.</p>	<p>Our legitimate interest, or your consent.</p>

Send you service-related communications regarding our products or any other products you may have with us	We use your personal data to send you service-related communications about products and services you have with us, for example to let you know when we have new products that might be of benefit to you.	Performance of our contractual obligations, our legitimate interest or your consent.
Carry out surveys, research and analysis	We use your personal data to carry out market research. This is to help improve our products and services, advertising and marketing, Website content, customer service, business planning, online and offline operations and your overall customer experience.	Our legitimate interest or your consent.
Invite you to Biokil Crown Events you may be interested in	We may use the contact information you provide to us (such as your name, address, telephone numbers and email address) to invite you to Biokil Crown events you may be interested in, e.g. Training Course.	Our legitimate interest or your consent.
Answer your technical queries and general enquiries	We use your personal data including products purchased to answer your technical queries and any other general enquiries you make.	Performance of our contractual obligations, or our legitimate interest.
Resolve complaints and other customer service issues (e.g. organising repairs)	We use your personal data including product and service data when we deal with complaints or other customer service issues, such as organising replacement deliveries.	Performance of our contractual obligations, or our legitimate interest.
Process and track your orders	We need to use your personal data to process your orders and keep you informed of their progress.	Performance of our contractual obligations, or our legitimate interest.
Administer safety recalls	If we become aware of a safety issue with a particular product, we will need to use your personal data to organise product recalls, in line with our obligations under consumer protection legislation.	Compliance with our legal obligations.
Defend our legal rights and to protect the security or integrity of the Websites, our customers and our business in general	We may need to process & share personal data in order to defend our legal rights, for example to enforce our terms and conditions or to collect unpaid debts that we are owed. We may also need to process personal data to protect the security and integrity of our Websites, our customers and our business in general.	Our legitimate interest.
Send you newsletters and marketing information about our products and services.	We use your personal data to send you newsletters and other information about products and services that you may be interested in, provided this is in line with your marketing choices. You can unsubscribe from marketing communication at any time by following the instructions in any of the messages you receive.	Our legitimate interest or your consent.

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Providing your personal data to us may be required due to a legal obligation which could be a statutory or contractual obligation, may be on a voluntary basis or may be necessary for us to enter into the contract with you, depending on the purposes for which we collect and use your personal data as set out in this Privacy Notice. However, if you do not provide your personal data to us this may result in disadvantages to you, e.g. we may not be able to provide certain products or services to you. However, unless otherwise stated, not providing your personal data will not result in legal consequence for you.

### **3. How we protect your personal data**

We will not transfer your personal data outside the EU without your consent.

We have implemented generally accepted standards of technology and operational security in order to protect personal data from loss, misuse, or unauthorised alteration or destruction.

Please note however that where you are transmitting information to us over the internet this can never be guaranteed to be 100% secure.

For any payments which we take from you online we will use a recognised online secure payment system.

We will notify you promptly in the event of any breach of your personal data which might expose you to serious risk.

### **4. Who else has access to the information you provide us?**

We will never sell your personal data. We will not share your personal data with any third parties without your prior consent (which you are free to withhold) except where we are required to do so by law or as set out in the table above or in the bullet points below.

We may pass your personal data to third parties who are service providers, agents and subcontractors to us for the purposes of completing tasks and providing services to you on our behalf (e.g. to deliver orders). We do this for the purpose of our legitimate interests in operating the Company and for performing our contract with you. However, we disclose only the personal data that is necessary for the third party to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own purposes. It is possible that third parties may themselves engage others (sub processors) to process your data. Where this is the case third parties will be required to have contractual arrangements with their sub-processor(s) that ensure your information is kept secure and not used for their own purposes.

### **5. Updates to our Privacy Information**

As our business changes from time to time, we sometimes need to make changes to the way we collect and use your personal information. Therefore, this Privacy Notice may be updated from time to time. If we make changes to this Privacy Notice, we will notify you of these changes by email and post an alert on the home page of our Website.

## **6. How long do we keep your information?**

Your personal information is processed by us and/or our service providers only for the period necessary for the purposes for which the information is collected, or where we are relying upon your consent until you withdraw that consent. When we no longer need to use your information for those purposes or if we are relying on your consent where you withdraw that consent, we will remove it from our systems and records or take steps to anonymise it so that you can no longer be identified from it (unless we need to keep your information to comply with legal or regulatory obligations to which we are subject).

## **7. Your rights**

You have rights under the GDPR:

- to access your personal data
- to be provided with information about how your personal data is processed
- to have your personal data corrected
- to have your personal data erased in certain circumstances
- to object to or restrict how your personal data is processed
- to have your personal data transferred to yourself or to another business in certain circumstances.

You have the right to take any complaints about how we process your personal data to the information Commissioner:

<https://ico.org.uk/concerns/>

0303 123 1113.

Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF

For more details, please address any questions, comments and requests regarding our data processing practices please call us on;

0115 946 0060 or email us at [info@biokilcrown.co.uk](mailto:info@biokilcrown.co.uk)

**Andrew Grisdale**

Managing Director