

# Privacy Policy

## 1. Your Privacy

Pump Logic Ltd trading as Pump Logic are committed to protecting and respecting your privacy.

This Privacy Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Privacy Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Privacy Policy.

Any questions regarding this Privacy Policy and our privacy practices should be sent by email to [dpo@pumplogic.co.uk](mailto:dpo@pumplogic.co.uk) or by writing to Pump Logic Ltd, Unit 9, Brookfield Business Park, Muir Road, Aintree, Liverpool L9 7AR.

## 2. What Information Do We Collect?

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when.

## 3. How Do We Collect Information From You?

We obtain information about you when you use our website, for example, when you contact us about our products and services, to process and deliver orders which you have placed with us or if you subscribe to receive our newsletters.

## 4. How Is Your Information Used?

We may use your information to:

- process orders that you have submitted;
  - to carry out our obligations arising from any contracts entered into by you and us;
  - dealing with entries into a competition;
  - seek your views or comments on the services we provide;
  - notify you of changes to our services;
  - send you communications which you have requested and that may be of interest to you.
- These may include information about our products and services, activities, promotions of our associated companies goods and services;

We review our retention periods for personal information on a regular basis. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as it is set out in any relevant contract you hold with us.

## **5. Who Has Access To Your Information?**

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes without your prior consent.

**Third Party Service Providers working on our behalf:** We may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process orders and send you information requested). However, when we use third party service providers, we disclose only the personal information that is necessary 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 direct marketing purposes. Please be reassured that we will not release your information to third parties beyond Pump Logic for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

**Third Party Product Providers we work in association with:** We work closely with various third party product providers to bring you a range of quality and reliable products and services designed to meet your needs. When you enquire about or purchase one or more of these products, the relevant third party product provider will use your details to provide you with information and carry out their obligations arising from any contracts you have entered into with them. In some cases, they will be acting as a data controller of your information and therefore we advise you to read their Privacy Policy. These third party product providers will share your information with us which we will use in accordance with this Privacy Policy.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

## **6. Your Choices**

You have a choice about whether or not you wish to receive information from us.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: [dpo@pumplogic.co.uk](mailto:dpo@pumplogic.co.uk)

## **7. How You Can Access And Update Your Information**

The accuracy of your information is important to us. You may update or correct the information we hold about you or your marketing preferences via email [dpo@pumplogic.co.uk](mailto:dpo@pumplogic.co.uk), or write to us at: Data Protection Officer, Pump Logic Ltd, Unit 9, Brookfield Business Park, Muir Road, Aintree, Liverpool L9 7AR.

You have the right to ask for a copy of the information Pump Logic hold about you. The highest security precautions are in place to protect the loss, misuse or alteration of your information.

When you give us personal information, we take steps to ensure that it's treated securely.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

## **8. Use Of 'Cookies'**

Like many other websites, the Pump Logic website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

## **9. Links To Other Websites**

Our website may contain links to other websites run by other organisations. This Privacy Policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

## **10. Transferring Your Information Outside Of Europe**

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your

information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

#### **11. Review Of This Policy**

This policy was last reviewed in May 2018. Policies are periodically reviewed to ensure compliance with the current compliance environment.