



APMG Privacy Notice

Introduction

APMG Ltd (ICO registration: ZA254774) takes your privacy very seriously. This Privacy Notice is intended to set out your rights and answer any queries you may have about your personal data. If you need more information, please contact us at PrivacyTeam@apmg.co.uk.

If you have entered into a contract with us, or we are processing your data as a legitimate interest of our business, APMG Ltd will be the Data Controller, the controller of your data.

Our personal information handling policies and procedures have been developed to help us comply with the General Data Protection Regulation and applicable national law.

What information do we collect?

We collect and process personal data about you when you voluntarily interact with us and our products and when you purchase goods and services from us. The personal data we process includes:

- Your name
- Your home or work address, email address and/or phone number
- Your job title
- Delivery details, including contact and delivery addresses

How do we use this information and what is the legal basis for this use?

We process your personal data listed above for the following purposes:

- As required to establish and fulfil a contract with you, for example, if you request a quotation, make a purchase from us or enter into an agreement to provide or receive services. This may include verifying your identity, taking payments, communicating with you, providing customer services and arranging the delivery or other provision of products or services. We require this information in order to enter into a contract with you and are unable to do so without it.
- To comply with applicable law and regulation.
- In accordance with our legitimate interests in undertaking our business activities and protecting APMG's legitimate business interests and legal rights, including but not limited to, use in connection with legal claims, compliance, regulatory and investigative purposes (including disclosure of such information in connection with legal process or litigation).
- In accordance with our legitimate interests to respond to any enquiries you make to us.

- With your express consent to respond to any comments or complaints we may receive from you, and/or in accordance with our legitimate interests including to investigate any complaints received from you or from others, about our website or our products or services.
- We may use information you provide to personalise our communications to you; our website; and products or services for you, in accordance with our legitimate interests.
- To monitor use of our websites and online services. We may use your information to help us check, improve and protect our products, content, services and websites, both online and offline, in accordance with our legitimate interests.
- We may monitor any customer account to prevent, investigate and/or report fraud, terrorism, misrepresentation, security incidents or crime, in accordance with applicable law and our legitimate interests.
- We may use your information to invite you to take part in market research or surveys.

We may also send you direct marketing in relation to relevant products and services. Electronic direct marketing will only be sent where you have given your consent to receive it, or (where this is allowed) you have been given an opportunity to opt-out. You will continue to be able to opt-out of electronic direct marketing at any time by following the instructions in the relevant communication.

Non-Personally Identifiable Information

Our website makes use of cookies. Cookies are small text files generated when you visit our website that reside on your computer and can uniquely identify your browser.

We use essential cookies that are required for the technical operation of our site. Without essential cookies our site can't operate properly.

We use performance cookies to record non-personal information regarding visitors and to see how visitors move around our site. This helps us to better understand which features are most popular and best meet the needs of our visitors.

The information we collect from performance cookies is aggregated which means that we cannot identify you from it. We use Google Analytics for these purposes. For more information on Google's privacy policy, click [here](#).

In this way, your visit to our web site will be logged; however, you will remain anonymous to us unless you specifically choose to share information with us.

Most web browsers have cookies enabled by default. You can configure your web browser to refuse cookies, or to be informed if a cookie is set. Each web browser has different ways of doing this, so check the 'Help' menu of your browser to learn how to change your cookie preferences.

For more detailed information about our use of cookies, please see the Cookies section of our website.

To find out more about cookies visit www.allaboutcookies.org.

Links to Other Websites

The APMG website may contain links to other third party owned and operated web sites or internet resources. When you click on one of those links you are contacting another web site or internet resource. We have no

responsibility or liability for or control over those other web sites or internet resources or their collection, use and processing of your personal information.

We cannot control the creation of their cookies, so we suggest you visit the third-party websites for more information about their cookies and how to manage them.

With whom and where will we share your personal data?

We may share your personal data with other group companies to process it for the purposes of inter-group administration and to deliver products or services where elements of these are provided by group companies other than those with which you have directly contracted.

We may also share your personal data with the below third parties:

- Our professional advisors such as our auditors and external legal and financial advisors
- Our suppliers, business partners and sub-contractors
- Search engine and web analytics

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if needed for the legal protection of our legitimate interests in compliance with applicable laws.

Personal data may also be shared with third party service providers who will process it on behalf of APMG for the purposes above. Such third parties include, but are not limited to, providers of website hosting and identity checking.

APMG will only allow its service providers to handle your personal data when they have confirmed that they apply appropriate data protection and security controls.

In the event that our business or any part of it is sold or integrated with another business, your details may be disclosed to our advisers and those of any prospective purchaser and will be passed to the new owners of the business.

How long will you keep my personal data?

We will not keep your personal information for any purpose for longer than is necessary and will only retain the personal information that is necessary in relation to the purpose. We are also required to retain certain information as required by law or for as long as is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions.

APMG will undertake a regular review of the information held and implement a weeding process.

APMG will dispose of any personal data in a way that protects the rights and privacy of the individual concerned.

Where you purchase goods and/or services from us we may keep your information for the length of any contractual relationship you have with us and after that for a period of up to 12 years to comply with professional indemnity for design liability.

Where you are a customer or a prospective customer and you have expressly consented to us contacting you we will retain your data until you unsubscribe from our communications, or for no longer than five years, prior to which we will ask you to opt back into receipt of our communications.

In the case of any contact you may have with our customer services team, we will retain those details for as long as is necessary to resolve your query and for up to three years after the query is closed.

We will retain your data for a short time beyond the specified retention period, to allow for information to be reviewed and any deletion to take place. In some instances, laws may require APMG to hold certain information for specific periods other than those listed above.

How does APMG keep my data secure?

APMG has policies and procedures in place to ensure the security of your personal data.

Physical measures include locked filing cabinets, restriction of access to offices, and intruder alarm systems.

Technical tools include passwords and encryption.

Organisational controls include confidentiality agreements, limiting access on a need-to-know basis, and staff training.

Online security is also a priority. APMG incorporates security measures such as encryption and utilises firewalls to protect our servers and network.

Where is my data stored?

Your data is stored in the UK. If we undertake an overseas contract that requires your information to be shared outside the European Economic Area (EEA) we will notify you. Further information may be obtained from our Privacy Team.

What are my rights in relation to my personal data?

You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by clicking the unsubscribe button on any communication we have sent to you or by contacting us.

Where you have consented to us using your personal data, you can withdraw that consent at any time.

If the information we hold about you is inaccurate or incomplete, you can notify us and ask us to correct or supplement it.

You also have the right, with some exceptions and qualifications, to ask us to provide a copy of any personal data we hold about you.

APMG does not undertake automated decision-making processes.

If you have a complaint about how we have handled your personal data, you can ask us to restrict how we use your personal data while your complaint is resolved.

You can ask us to erase your personal data by withdrawing your consent for us to use it; if it is no longer necessary for us to use your personal data; if you object to the use of your personal data and we don't have a good reason to continue to use it; or if we haven't handled your personal data in accordance with our obligations.

Where can I find more information about APMG's handling of my data?

Should you have any queries regarding this Privacy Notice, about APMG's processing of your personal data, or wish to exercise your rights you can contact APMG's Privacy Team using this email address: PrivacyTeam@apmg.co.uk.

For more information about your rights you can visit the Office of the Information Commissioner's website: <https://ico.org.uk/>