

We take your privacy very seriously and we ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal data, your rights in relation to your personal data and how to contact *us* and supervisory authorities.  
Italicised words in this privacy notice have the meaning set out in the Glossary of Terms at the end of this document.

### **Who we are**

Kranzle (UK) Limited collect, use and is responsible for certain personal data about you. We are required to comply with the data protection regulations and we are responsible as a data controller of that personal data for the purposes of those laws.

When we mention "we" or "us", we are referring to Kranzle (UK) Limited.

Kranzle (UK) Limited is a company registered in England & Wales (2083463) whose registered office is: Kranzle (UK), Unit 6 Cedar Park, Stock Road, Southend-on-Sea, SS2 5FZ.

We are wholesale suppliers of industrial high-pressure cleaners, associated accessories and replacement parts and sometimes arrange for delivery/collection of fore mentioned products.

### **Personal data we collect and use**

Examples of the information or personal data we collect and hold are:

- Customer name (whether an individual or company)
- Correspondence address (including all site locations)
- Business contacts (Sales/Accounts/Management)
- Various telephone numbers, fax numbers and email addresses supplied by you or available on your website
- VAT number
- Bank account details

If you engage with *us* at trade shows or other events, we may also collect similar information when you express an interest in *our* goods and services.

If you submit your details on *our* web site, we may gather similar information during the registration process necessary for locating your nearest supplier and auctioning your request with *us*.

### **Information collected from other sources**

We may refer to your own website for publically shared contact details but we do not collect information about any personal contacts from other sources.

### **How we use your personal data**

All personal data collected is necessary for *our* trade in goods and services. This information may be connected to your employer, such as a business or trading address, and other information necessary to complete the trade of goods and services.

### **Special category data**

We do not collect or process any special category data.

Certain types of personal data are considered more sensitive and so are subject to additional levels of protection under data protection legislation. These are known as 'special categories of data' and include data concerning your health, racial or ethnic origin, genetic data and sexual orientation. Data relating to criminal convictions or offences is also subject to additional levels of protection.

## **Marketing**

We may use personal data we hold about you to help us identify, tailor and provide you with details of products and services from us that may be of interest to you. We will only do so where we have obtained your consent and we have a legitimate business reason and will do so in accordance with any marketing preferences you have provided to us.

In addition, where you provided your consent, we may provide you with details of products and services of third parties where they may be of interest to you.

You can opt out of receiving marketing at any time. If you wish to amend your marketing preferences, please contact us:

By phone: 01702 603 462

By email: mail@kranzle.co.uk

By Post: Kranzle (UK), Unit 6 Cedar Park, Stock Road, Southend-on-Sea, SS2 5FZ, United Kingdom

## **Whether information has to be provided by you, and if so why?**

We only collect personal data necessary for us to conduct trade with you. Without this information it may not be possible to trade in goods and services with you.

## **How long your personal data will be kept**

We will hold your personal data for 7 years, typically as a result of a statutory requirement to retain details, we will retain the information to satisfy those legal obligations.

## **How we keep your data**

Your information is held on secured cloud servers, including our e-mail and website enquiry facilities.

## **Your rights**

You have legal rights under data protection regulation in relation to your personal data.

- To access personal data
- To correct / erase personal data
- To restrict how we use personal data
- To object to how we use personal data
- To ask us to transfer personal data to another organisation
- To object to automated decision making
- To find out more about how we use personal data

We may ask you for proof of identity when making a request to exercise any of these rights. We do this to ensure we only disclose information or change your details where we know we are dealing with the correct individual or business.

We will not ask for a fee, unless we think your request is unfounded, repetitive or excessive. Where a fee is necessary, we will inform you before proceeding with your request.

We aim to respond to all valid requests within one month. It may however take us longer if the request is particularly complicated or you have made several requests. We will always let you know if we think a response will take longer than one month. To speed up our response, we may ask you to provide more detail about what you want to receive or are concerned about.

We may not always be able to fully address your request, for example if it would impact the duty of confidentiality we owe to others, or if we are otherwise legally entitled to deal with the request in a different way.

### **To access personal data**

You can ask *us* to confirm whether or not *we* have and are using your personal data. You can also ask to get a copy of your personal data from *us* and for information on how *we* process it.

### **To rectify / erase personal data**

You can ask that *we* rectify any information about you which is incorrect. *We* will be happy to rectify such information but would need to verify the accuracy of the information first.

You can ask that *we* erase your personal data if you think *we* no longer need to use it for the purpose *we* collected it from you.

You can also ask that *we* erase your personal data if you have either withdrawn your consent to *us* using your information (if *we* originally asked for your consent to use your information), or exercised your right to object to further legitimate use of your information, or where *we* have used it unlawfully or where *we* are subject to a legal obligation to erase your personal data.

*We* may not always be able to comply with your request, for example where *we* need to keep using your personal data in order to comply with *our* legal obligation or where *we* need to use your personal data to establish, exercise or defend legal claims.

### **To restrict *our* use of personal data**

You can ask that *we* restrict *our* use of your personal data in certain circumstances, for example:

- where you think the information is inaccurate and *we* need to verify it;
- where *our* use of your personal data is not lawful, but you do not want *us* to erase it;
- where the information is no longer required for the purposes for which it was collected but *we* need it to establish, exercise or defend legal claims; or
- where you have objected to *our* use of your personal data, but *we* still need to verify if *we* have overriding grounds to use it.

*We* can continue to use your personal data following a request for restriction where *we* have your consent to use it; or *we* need to use it to establish, exercise or defend legal claims, or *we* need to use it to protect the rights of another individual or a company.

### **To object to use of personal data**

You can object to any use of your personal data which *we* have justified on the basis of *our* legitimate interest, if you believe your fundamental rights and freedoms to data protection outweigh *our* legitimate interest in using the information. If you raise an objection, *we* may continue to use the personal data if *we* can demonstrate that *we* have compelling legitimate interests to use the information.

### **To request a transfer of personal data**

You can ask *us* to provide your personal data to you in a structured, commonly used, machine-readable format, or you can ask to have it transferred directly to another data controller (e.g. another company).

You may only exercise this right where *we* use your personal data in order to perform a contract with you, or where *we* asked for your consent to use your personal data. This right does not apply to any personal data which *we* hold or process outside automated means.

### **You can contact us for more information**

If you are not satisfied with the level of information provided in this privacy notice, you can ask *us* about what personal data *we* have about you, what *we* use your information for, who *we* disclose your information to, whether *we* transfer it abroad, how *we* protect it, how long *we* keep it for, what rights you have, how you can make a complaint, where *we* got your data from and whether *we* have carried out any automated decision making using your personal data.

If you would like to exercise any of the above rights, please contact *us*:

By email: [mail@kranzle.co.uk](mailto:mail@kranzle.co.uk)

By Post: Kranzle (UK), Unit 6 Cedar Park, Stock Road, Southend-on-Sea, SS2 5FZ, United Kingdom

- let *us* have enough information to identify you;
- let *us* have proof of your identity and address; and
- let *us* know the information to which your request relates.

### **Keeping your personal data secure**

*We* have appropriate security measures in place to prevent personal data from being accidentally lost or used or accessed in an unauthorised way. *We* limit access to your personal data to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

*We* also have procedures in place to deal with any suspected data security breach. *We* will notify you and any applicable regulator of a suspected data security breach where *we* are legally required to do so.

### **Our supervisory authority**

If you are not happy with the way *we* are handling your information, you have a right to lodge a complaint with the Information Commissioners Office. It has enforcement powers and can investigate compliance with data protection regulation ([www.ico.org.uk](http://www.ico.org.uk)).

*We* ask that you please attempt to resolve any issues with *us* before the ICO.

How to contact *us*

Please contact *our* data protection representative if you have any questions about this privacy notice or the information *we* hold about you.

If you wish to contact *us*, please use:

By email: [mail@kranzle.co.uk](mailto:mail@kranzle.co.uk)

By Post: Kranzle (UK), Unit 6 Cedar Park, Stock Road, Southend-on-Sea, SS2 5FZ, United Kingdom

## Glossary of Terms

### we, us or our

Kranzle (UK) Limited is a company registered in England & Wales (2083463) whose registered office is: Kranzle (UK), Unit 6 Cedar Park, Stock Road, Southend-on-Sea, SS2 5FZ, United Kingdom.

### contact information

these are details that can be used to deliver, or provide a quotation for, goods and services, and engage a person or persons connected to these actions, and may include title, first name, surname, telephone number, fax, email address, address, country, postcode or city of residence, or details necessary to use other communication services.

### data controller

means a natural or legal person (such as a company) which determines the means and purposes of processing of personal data. For example, *we* are your data controller as *we* determine how *we* will collect personal data from you, the scope of data which will be collected, and the purposes for which it will be used in the course of the trade in goods and services with you

### data protection regulation

applicable data privacy and protection laws

### identity information

this is any information that can be used to distinguish a person or verify their identity, including name, date of birth

### products and services

physical goods in which *we* trade and actions/services *we* provide on behalf of *our* customers based on agreed terms