

PRIVACY POLICY

Premier Components U.K. Limited ("Premier", "we") collects, uses and is responsible for certain personal information about you. When we do so we are regulated under the [General Data Protection Regulation](#) which applies across the European Union (including in the United Kingdom).

When we alone or jointly with others, determine the purposes and means of the processing your personal information we will be the/a data controller.

We are committed to protecting and respecting your privacy. This Privacy Policy (and our [Cookie Policy](#) and any other documents we refer to in this Privacy Policy or the Cookie Policy) set out how we will use your personal information and who it will be shared with. Please read the following carefully.

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.

We have appointed a data privacy manager who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact them at Unit 701 Meon Vale Business Park, Stratford-Upon-Avon, Warwickshire, CV37 8QR.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk).

We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

1. WHAT INFORMATION MAY WE COLLECT ABOUT YOU?

When you visit our website www.premiercore.com (our site), purchase or use our products or where we carry out any related activity, you may knowingly provide us with personal information or we may collect personal information about you.

Personal information or personal data, means any information about an individual from which that person can be identified.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Information you may give us.** This is information about you that you give us by filling in forms on our site or by corresponding with us by phone, e-mail or otherwise. It includes information you provide when you register to use our site, subscribe to our service, place an order on our site, enter a competition, promotion or survey and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description and photograph.
- **Information we may collect about you.** With regard to each of your visits to our site we will automatically collect the following information:
 - technical information, including the Internet Protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform; and
 - information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products you viewed or searched for, page response times, length of visits to certain pages, and page interaction information (such as scrolling, clicks, and mouse-overs).

Commented [LC1]: Adam please include a link to the website terms and conditions of use

- **Information we receive from other sources.** We often work closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies). We will notify you if we receive information about you from them and the purposes for which we intend to use that information.

How long your personal information will be kept. We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In most cases we will keep your name, address, e-mail address and phone number, financial and credit card information, personal description and photograph for no longer than 3 years.

2. HOW MAY WE USE YOUR INFORMATION?

- When processing your personal information, we will only do so to the extent the laws allow it. We mainly do so as it is necessary for the performance of a contract to which you are a party or in order to take steps at your request prior to entering into a contract.
- Where we process personal information and it is not necessary for the performance of a contract, we do so to the extent it is in our legitimate interests.

We may use personal information held about you in the following ways:

- **Information you may give to us.** We will use this information:
 - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and/or services that you request from us;
 - to provide you with information about other products ie services we offer that are similar to those that you have already purchased or enquired about;
 - to notify you about changes to our products or services;
 - to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
 - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
 - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
 - to allow you to participate in interactive features of our service, when you choose to do so;
 - as part of our efforts to keep our site safe and secure;

- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
 - to make suggestions and recommendations to you and other users of our site about products or services that may interest you or them.
- **Information we receive from other sources.** We may combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

3. COOKIES

We may use "cookies" to collect the information referred to and track your use of our site. Cookies are small data files which gather information about your use of our site and help us to provide you with a good experience when you browse our site. For more information about "cookies", why we use them and how to refuse cookies, please see our Cookie Policy.

4. MARKETING

We may use your information to provide you with marketing information that you request or that we feel may interest you by post and/or telephone.

- If you are an existing customer, we may contact you by email and/or SMS with information about products and services which are similar to those we previously provided to you, unless you have indicated that you do not want to hear from us.
- If you are a new customer, we may contact you by email and/or SMS only if you consent.
- If you do not want us to use your information in this way, please tick the relevant boxes on the form when we collect your information. You may ask us at any time not to use your information for marketing purposes by contacting us on 01789 722991.

5. WHO MAY WE SHARE YOUR INFORMATION WITH?

We may share your personal information with:

- Selected third parties including:
 - business partners, suppliers and sub-contractors for the performance of any contract we enter into with you; and
 - analytics and search engine providers that assist us in the improvement and optimisation of our site.
 - Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal information to the prospective seller or buyer of such business or assets.
- If Premier Components UK Limited or substantially all of its assets are acquired by a third party, in which case personal information held by it about its customers will be one of the transferred assets.

If we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our terms of use [here](#) and other agreements; or to protect the rights, property, or safety of Premier Components UK Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. TRANSFERS OUTSIDE THE EEA

It is possible certain third parties referred to above may be based outside the European Economic Area (EEA) so processing of your personal data could involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.
- Where we use providers based in the US (including some servers used by Google), we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between the Europe and the US.

If you want further information on the specific mechanism used by us when transferring your personal data out of the EEA please contact us Unit 701 Meon Vale Business Park, Stratford-Upon-Avon, Warwickshire, CV37 8QR.

7. HOW DO WE KEEP YOUR INFORMATION SECURE?

- All your information is stored on secure servers. Any payment transactions will be encrypted using SSL technology. If you have a username, password or other login details which enable you to access certain parts of our site, you must not allow any other person to use them and must treat them as confidential. If you believe or suspect that someone else knows your login details you must contact us at report@premiercore.com as soon as possible. Please also see our Terms and Conditions of Use.
- Unfortunately, the transmission of information via the internet is not completely secure. Although we will apply our normal procedures and comply with legal requirements to protect your information, we cannot guarantee the security of your information transmitted to our site and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.
- Our site may from time to time contain links to and from other websites. If you follow a link to any of those sites, please note that those sites ought to have their own privacy policies and that we do not accept any responsibility or liability for those sites or for their privacy policies. Please check those privacy policies before you submit your information to those sites. Please also see our Terms and Conditions of Use for further provisions relating to other websites.
- If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

8. YOUR RIGHTS

Under the [General Data Protection Regulation](#) you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information
- access to your personal information and to certain other supplementary information that this Privacy Policy is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances
- claim compensation for damages caused by our breach of any data protection laws

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of those rights, please:

- email, call or write to us.
- let us have enough information to identify you (*e.g. account number, user name*).
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates including any account or reference numbers, if you have them.

9. HOW TO COMPLAIN

- We hope that we can resolve any query or concern you raise about our use of your information.
- The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/>.

10. HOW TO CONTACT US

Questions, comments or requests concerning this Privacy Policy are welcomed and should be addressed to us at report@premiercore.com.

11. DO YOU NEED EXTRA HELP?

If you would like this Privacy Policy in another format (for example: large print) please contact us (see 'How to contact us' above).