

## **Privacy Policy**

The Ironsides Lubricants Ltd. was founded in 1940, and is a family-owned business which does not form part of any other group. The company has become the largest manufacturer of grease products in the UK, and has established a reputation for quality, service and innovation across Europe and throughout the world.

This privacy policy explains how we use any personal information we collect about you when you use this website or contact us by any other means. It also covers attendance on our site by any external individuals.

### **What Information do we collect about you?**

We collect information about you when you register with us or place an order for our products or services. We also collect information via a signing-in book and CCTV whenever you attend our site in Stockport.

### **How will we use the information about you?**

We collect information about you to process your order, manage your account, and monitor attendance / performance on our site.

### **Marketing**

We do not use the information gathered on our website for any marketing purposes. However, we would like to send you information about products and services which may be of interest to you.

You have a right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contacted, please email us at the address shown below.

### **Sharing personal data with other organisations**

The Ironsides Lubricants Ltd. does not normally share data with other organisations. However it may be necessary in the following circumstances:

- if the law or a public authority says we must share the personal data;
- if we need to share personal data in order to establish, exercise or defend our legal rights (this includes providing personal data to others for the purposes of preventing fraud);
- to any other successors in title to our business.

### **Access to your information and correction**

You have a right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to us at the address shown below.

We want to make sure that your personal information is accurate and up-to-date. You may ask us to correct or remove information you think is inaccurate.

### **Cookies**

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (all referred to here as a “device”) web browser from a website’s computer and is stored on your device’s hard drive. Each website can send its own cookie to your web browser if your browser’s preferences allow it. Many companies, including ourselves, do this whenever a user visits their website in order to track online traffic flows. We also share information about your use of our site with our analytics partners, who may combine it with other information that you’ve provided to them, or that they’ve collected from your use of their services.

You can use your browser settings to accept or reject new cookies and to delete existing cookies. You can also set your browser to notify you each time new cookies are placed on your computer or other device. You can find more detailed information about how to manage your cookies at the **All About Cookies (<http://www.allaboutcookies.org/>)** and **Your Online Choices (<http://www.youronlinechoices.com/uk/>)** websites.

### **Legal basis for processing and Retention period**

The Legal basis for the processing of personal data is “Legitimate Interests”.

Customer information is not deleted each time an order has been fulfilled and payment received by ourselves, as a customer may wish to place further orders with The Ironsides Lubricants Ltd. Anyone wishing to have their data deleted after an order has been fulfilled and payment received should contact us as shown below.

If no orders are received within a period of five years after the last order has been processed, then any related personal data will be automatically deleted.

Information collected via the signing-in book or CCTV is also processed on the basis of “Legitimate interests”. CCTV footage is only retained for a period of one month unless there is an over-riding reason for retaining it.

### **Changes to our privacy policy**

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 11<sup>th</sup> May 2018.

### **How to contact us**

Please contact us if you have any questions about our privacy policy, complaints, or information we hold about you:

- e-mail [enquiries@ironsideslubricants.co.uk](mailto:enquiries@ironsideslubricants.co.uk)
- or write to us at: The Ironsides Lubricants Ltd., Shield Street, Stockport, Cheshire. SK3 0DS.