

## Privacy Policy

Date of issue: 21st September 2021. Version 1.2

### Introduction

This Privacy Policy explains how we collect, use, disclose, transfer, and store any personal information that we collect from you or that you provide to us through [www.geotronuk.co.uk](http://www.geotronuk.co.uk) (the "Website") or when contacting us in relation to our services.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

The Website is not intended for children and we do not knowingly collect data relating to children.

The Website is operated by Geotron UK Limited (Geotron UK), which is the data controller and responsible for the website.

### Data Controller Details

Geotron UK Limited trading as:

Geotron UK  
Unit E201B  
Warmco Industry Park  
Eastgate  
Manchester Road  
Mossley  
OL5 9AY

t. +44 (0) 1457 833910  
e. [info@geotronuk.co.uk](mailto:info@geotronuk.co.uk)  
w. [www.geotronuk.co.uk](http://www.geotronuk.co.uk)

We are committed to protecting your privacy

This Policy indicates the type of processes that may result in data being collected about you.

### Information Collected

When you contact us through the Website, correspond with us or otherwise use our services, we may collect a range of personal data:



- Identity Data, including first name, last name, username or similar identifier, title and gender.
- Contact Data, including address, email address and telephone numbers.
- Financial and Transaction Data, including payment details and other information about products and services you have purchased from us.
- Technical Data, including internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access the Website and our services.
- Usage Data, including information about how you use the Website and our services.
- Marketing and Communications Data, including your preferences in receiving marketing from us and our third parties and your communication preferences.

We use different methods to collect data from and about you including through:

- Direct interactions, such as you filling in forms on the Website or corresponding with us by post, phone, email or otherwise.
- Automated technologies or interactions. As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our [cookie policy](#) for further details.
- Third parties or publicly available sources.

## Information Use

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we are about to enter into contract with you or have entered into with you or a company you are connected with.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data, other than in relation to sending direct marketing communications to you via email or text message.

By submitting your email address you are consenting to receive the particular piece of information you requested, and, on a legitimate interest basis, this allows us to send you appropriate and useful communications. This includes, but is not limited to; our latest assets (technical specifications, service brochures, reports, infographics/images, videos and case studies), event details, risk assessments and methodology, health and safety information and other information regarding our equipment and services. We would also like to keep you abreast of the charity events and initiatives we partake in.

At any time, you can update your preferences by clicking the link in any marketing emails you receive from us. The link will always be in the footer of the email. You can also stop receiving emails from us using that same link. If you don't have an email from us to hand and want to update your preferences, send an email to [info@geotronuk.co.uk](mailto:info@geotronuk.co.uk) and we'll update your preferences for you. You have the right to withdraw consent to marketing at any time.



SAFETY  
SCHEMES IN  
PROCUREMENT



We use your personal information to respond to your enquiries, operate the Website, deliver the services you have requested and pursue breaches of the terms of use and other policies. We may also use it to develop and improve our products and services as well as for internal purposes, such as auditing, data analytics and research. We will not sell, rent or lease the data we capture to third parties.

Data collected in the UK is held in accordance with the General Data Protection Regulation (GDPR). All reasonable precautions are taken to prevent unauthorised access to this information. This safeguard may require you to provide additional forms of identity should you wish to obtain information about your account details.

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate and how long we will retain the personal data.

| Purpose or activity   | Lawful basis for processing  | Data Retention period  |
|---|--|--|
| To respond to an expression of interest in our services.  | Necessary for our legitimate interests (to respond to potential sales enquiries).  | 12 months from date of original enquiry.                               |
| The provision of our services.  | Performance of a contract.   | 24 months from the termination of the contract.                        |
| To use data analytics to improve our website, products/services, marketing, customer relationships and experiences. | Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy). | 24 months from termination of the contract governing the relationship. |
| To make suggestions and recommendations to you about goods or services that may be of interest to you.              | Necessary for our legitimate interests (to develop our products/services and grow our business).   | 12 months from date of original enquiry.                               |

## Collection and Use of Non-Personal Information

We also collect information that is not directly associated with any specific individual, such as company information, location, time zone and other information relating to activities on our Website. We may use this non-personal information so that we can better understand users' behaviour and improve our products and services. We may also aggregate this information to help us provide more useful information to our users.

If we combine non-personal information with personal information the combined information will be treated as personal information for the purposes of this Privacy Policy for as long as it can identify an individual.

## Where we store your personal data

It may sometimes be necessary to transfer personal information outside the territory in which it was collected. When this is needed information may be transferred to countries or territories around the world. Any transfers made will be in full compliance with all aspects of applicable privacy and data protection law.



If you are based in 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.
- 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, 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.

## Cookies

The Website uses "cookies" to help you personalise your online experience, including cookies from Google.

For more information on what cookies are and how we use them on this website please check our dedicated [cookie policy page](#).

Your Internet browser has the in-built facility for storing small files - "Cookies" - that hold information which allows a website to recognise you as a user. Our website takes advantage of this facility to enhance your experience. We use a number of these cookies for analytical purposes, and these are described in detail below. By using the Geotron UK website, you consent to the use of cookies for these purposes.

We use a combination of both session and persistent cookies. Session cookies keep track of your current visit and how you navigate the site, persistent cookies enable our website to recognise you as a repeat visitor when you return. The session cookies will be deleted from your computer when you close your browser. Persistent cookies will be removed on a pre-determined expiry date, or when deleted by you.

Most web browsers allow user privacy settings to block either all cookies, or third party cookies. Blocking cookies will, however, have a negative impact upon the usability of many websites, including this one. Please visit [www.aboutcookies.org](http://www.aboutcookies.org) for comprehensive information on how to change your cookie settings in a wide variety of different web browsers.

## Disclosure to third parties

We may share your personal information with our third party service providers. 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.

We may also disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If our company, or substantially all of our assets, are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets.



- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation; or in order to enforce our Terms of Use; or to protect the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## Protection of Personal Information

We take precautions - including administrative, technical, and physical measures - to safeguard your personal information against loss, theft, and misuse, as well as against unauthorised access, disclosure, alteration, and destruction.

Although we will do our best to protect your personal information, we cannot guarantee the security of your data transmitted to the Website by virtue of the unsecure nature of the internet and any transmission is at your own risk. Once we have received your personal information, we will use strict procedures and security features to try to prevent unauthorised access.

## Your rights

You have the right to:

- Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request for erasure and we will give you specific legal reasons if this is the case.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that



this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- Withdraw consent at any time where we are relying on consent to process your personal data. If you withdraw your consent, we may not be able to provide certain services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us at the address above.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## Privacy Policy Changes

Our Privacy Policy may change from time to time. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, if appropriate, by email).

## Third-Party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## Contacting Us

If you have any questions about our Privacy Policy, or if you want to know what information we have collected about you, please email us at [info@geotronuk.co.uk](mailto:info@geotronuk.co.uk). You can also correct any factual errors in that information or require us to remove your details from any list under our control.

