



AVK Privacy Policy

Last revised 15/05/2018.

Summary

At AVK-SEG (UK) Ltd, we take the privacy of our customers, users, suppliers holders and contacts seriously. We are committed to safeguarding privacy and to complying with the UK Data Protection Act 1998 (Data Protection Registration Number Z8717259), the General Data Protection Regulation 2018 and the Privacy and Electronic Communications Regulations 2011.

This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the General Data Protection Regulations (the GDPR), the data controller is:

- AVK-SEG (UK) Ltd of Power Systems House, 1-3 Malvern Road, Maidenhead, Berkshire, SL67RE
- Tel: 01628 503900
- Email: dpo@avk-seg.co.uk

Why we process your personal data

This section explains the reasons why we process your personal data and our legal bases for doing so.

Uses made of the information

Except where we use your personal data for marketing purposes on the basis of prior consent and subject to any opt out preferences you notify to us in respect of electronic direct marketing communications, we process personal data for marketing purposes as necessary for the purpose of our legitimate interests in promoting our products and services.

We use information held about you in the following ways:



Information you give to us.

We will use this information in accordance with our selected lawful basis of processing:

- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- To provide you with information about other goods and services we offer that are similar to those that you have either already enquired about or purchased about us;
- To provide you with information about goods or services we feel may interest you

Information we collect about you.

The legitimate interests that we will rely upon to process this information are:

- To make suggestions and recommendations to you about goods or services that may interest you to you.
- To administer our internal operations
- To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;

Information we receive from other sources

We will 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).

If we are not able to process your personal data whether because you withdraw or limit consent, or for any other reason then we will not be able to achieve the purposes listed above.

You have a right to object to any processing that we undertake for our legitimate interests.

Your rights

We will only process your data for marketing purposes where you have given express consent to us to do so or where there is a legitimate interest for us to do so. The legitimate interests that we will rely on are as listed above under "Uses made of the Information –



Information that we collect about you". In any event, we will only rely on legitimate interest as a ground for processing your data where we have completed a Legitimate Interest Assessment and where such assessment supports the use of such data processing.

You have the right to object to our use of your personal data which is processed on the basis of our legitimate interests. However, we may continue to process your personal data, despite your objection, where there are compelling legitimate grounds to do so or we need to process your personal data in connection with any contract or legal requirement.

At any time, even if you have previously consented, you have the right to ask us not to process your personal data for marketing purposes and/or not to disclose it to third parties for marketing purposes. You can do this by contacting us using the following email address: dpo@avk-seg.co.uk You can also use this email address to notify us of any preferences you have in relation to the processing of your data for example as to the frequency of communications that you receive from us or the manner or the subject matter of such communications.

Your rights under the GDPR

The GDPR also gives you the following rights:

- To access the data we held about you;
- To request the deletion or correction of information held about you;
- To object to or restrict the processing of information about you;
- To request that information about you be transferred to another person;
- To complain to the relevant supervisory authority. In the UK this is the Information Commissioner's Office (ICO) whose contact details can be found here: <https://ico.org.uk/>

You can exercise these rights by contacting us using the following email: dpo@avk-seg.co.uk

Third party sites

Our marketing emails, social media posts and other online AVK channels may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.



Your rights to withdraw consent and to object (including to direct marketing)

Wherever we rely on your consent to process personal data, you always have a right to withdraw that consent.

You also have the right to object to any use of your personal data for direct marketing purposes, as well as to processing that we undertake based on our legitimate interests.

Your other personal data rights

In addition to your rights to withdraw your consent and to object, you have the right to ask us:

- For access to information about your personal data or for a copy of your personal data
- To correct or delete your personal data
- To restrict (i.e. stop any active) processing of your personal data
- To provide you with certain personal data in a structured, machine readable format and to transmit that data to another organisation.

Changes to our privacy policy

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Complaints Procedure

If you have any complaints in relation to how our business has processed your data or in relation to the exercise of your rights as detailed above you can in the first instance raise your concerns by contacting us at the following email: dpo@avk-seg.co.uk. You may also contact the Information Commissioner's Office in relation to any such complaints <https://ico.org.uk/>

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to our data protection officer via email: dpo@avk-seg.co.uk or post at AVK-SEG (UK) Ltd of Power Systems House, 1-3 Malvern Road, Maidenhead, Berkshire, SL67RE.