

This privacy policy 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.

AMS Instrumentation & Control Ltd takes the privacy of your information very seriously. This privacy policy applies to our use of any and all data collected by us or provided by you.

The rules on processing of personal data are set out in the General Data Protection Regulation (EU) 2016/679 (the GDPR) and the Data Protection Act 2018.

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## 1. Definitions

**Data** – All information submitted to AMS Instrumentation & Control Ltd via the website, by telephone, post, e-mail or through any other means

**Data subject** – Individual that the personal data is about.

**Personal Data** – Personal data includes information relating to an individual who:

- can be identified or is identifiable directly from the information in question, or
- can be indirectly identified from that information in combination with other information

Examples of personal data are name, address or email address. Online identifiers include IP addresses & cookies.

**Special categories of personal data** - The GDPR refers to sensitive personal data as ‘special categories of personal data’ (as explained in Article 9 of GDPR). The special categories include racial and ethnic origin, sexual orientation, health data, trade union membership, political opinions, religious or philosophical beliefs, criminal convictions or offences.

**Data Protection Laws** – Any applicable law relating to the processing of personal data, including but not limited to the Data Protection Act 2018 which tailors how the GDPR applies in the UK, and any national implementing laws, regulations and secondary legislation.

**Data controller** - A controller is the person that decides how and why to collect and use the data. The controller must ensure that the processing of that data complies with data protection law.

**Data processor** - A processor is responsible for processing personal data on behalf of a controller and in accordance with their instructions.

**Processing** - means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collecting, recording, storing, analysing, combining, disclosing or deleting.

**Third party** - means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

## 2. Data Controller

For purposes of the applicable Data Protection laws, AMS Instrumentation & Control Ltd (collectively referred to as “we” or “us” in this privacy notice) is the data controller and responsible for your personal data. Our registered office is at Unit 8b, A30 Business Park, Lodge Way, Indian Queens, Cornwall TR9 6FZ, tel. 01726 839909. For all data matters contact [info@ams-iac.com](mailto:info@ams-iac.com).

Our website [www.ams-iac.com](http://www.ams-iac.com) 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.

## 3. Data Collected

We may collect the following data, which includes personal data, from you:

- Name
- Contact information such as email addresses and telephone numbers

in each case in accordance with this privacy policy.

We do not collect any Special Categories of Personal Data.

## 4. How we collect data

We collect data in the following ways:

### Data is given to us by you

- when you contact us through the website, by telephone, post, e-mail or through any other means
- when you elect to receive marketing communications from us

in each case in accordance with this privacy policy.

### Data is collected automatically

To the extent that you access the website we will collect your data automatically, for example:

- we automatically collect some information about your visit to the website. This information helps us to make improvements to website content and navigation, and includes your IP address, the date, times and frequency with which you access the website and the way you use and interact with its content.

## 5. Our use of data

Any or all of the above data may be required by us from time to time in order to provide you with the best possible services and experience. Specifically, data may be used by us for the following reasons:

- Processing where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract
- Processing necessary for compliance with a legal or regulatory obligation that we are subject to (e.g. ATEX product)

in each case in accordance with this privacy policy.

We may use your data if we deem it necessary to do so for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you. If you are not satisfied with this you have the right to object in certain circumstances (see the section headed “Your Rights” below).

## 6. Who we share data with

Your personal data will be treated as strictly confidential and will be shared only with the following groups of people for the following reasons:

- our employees, agents and/or professional advisors - to respond to an enquiry made

in each case, in accordance with this privacy policy.

## 7. Keeping data secure

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse, loss or unauthorised access to your data, please let us know immediately by contacting us via this e-mail address: [info@ams-iac.com](mailto:info@ams-iac.com).

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](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## 8. Data retention

We keep your personal data for no longer than is reasonably necessary to fulfil the purposes outlined in this privacy policy or until you request that the data be deleted.

If we delete your data, it may persist on backup or archival media for legal, tax or regulatory purposes.

## 9. Providing us with your personal data

We require your personal data as detailed above where it is a requirement necessary to enter in to a contract. If you fail to provide that data when requested, we may not be able to perform the contract that we have or that we are trying to enter in to with you. In this case we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

## 10. Your Rights

You have the following rights in relation to your data:

- Right to be informed – the purpose of this document is to provide you with all the necessary privacy information.
- Right of access – the right to request a copy of the information we hold about you at any time. We will not charge you for this unless the request is manifestly unfounded or excessive. Where we are legally permitted to do so we may refuse your request. If we refuse your request, we will tell you the reasons why.
- Right to rectification – the right to have your data corrected if it is inaccurate or incomplete.
- Right to erasure – the right to request that we delete or remove your data from our systems where it is no longer necessary to retain such data.
- Right to restrict processing – the right to block us from using your data or limit the way in which we can use it.
- Right to data portability – the right to request that we move, copy or transfer your personal data in a safe and secure way, without affecting its usability.
- Right to object – the right to object to our use of your personal data in certain circumstances including where we use it for our legitimate interests.

To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your data (where consent is our legal basis for processing your data), please contact us via this e-mail address: [info@ams-iac.com](mailto:info@ams-iac.com).

If you are not satisfied with the way a complaint you make in relation to your data is handled by us, you may be able to refer your complaint to the relevant data protection authority. In the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.

It is important that the data we hold about you is accurate and current. Please keep us informed if your data changes during the period for which we hold it.

#### **11. Transfer of data Abroad**

We do not transfer personal data outside the EEA.

#### **12. Automated Decision Making**

We do not use any form of automated decision making or profiling in our business.

#### **13. General**

You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted. The validity and enforceability of the other provisions of this privacy policy will not be affected.

Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

#### **14. Changes to this Privacy Policy**

AMS Instrumentation & Control Ltd reserve the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

You may contact AMS Instrumentation & Control Ltd by email at [info@ams-iac.com](mailto:info@ams-iac.com).