



# Privacy Policy

Your privacy and security are of paramount importance to us at Rykneld. In accordance with the General Data Protection Regulation (GDPR) legislation, we strive to ensure that we offer our clients transparency and integrity throughout our business relationship.

This privacy policy sets out how Rykneld uses and protects any information that you provide us with. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement, which is effective from 25th May 2018.

## WHAT WE COLLECT

At Rykneld, we collect relevant information on our clients and prospective clients for the legitimate interest of maintaining helpful and reliable customer service to all clients and prospective clients. We collect the data which you provide by filling in forms on our website or by corresponding with us via phone, email, Skype or otherwise.

This data allows us to accurately inform our clients of services to suit their needs, to respond to enquiries efficiently, to archive data as required by tax and other business legislation, as well as for general correspondence with clients and contacts.

We only collect relevant data for these purposes, and this may include:

- Name and job title.
- Contact information including email address.
- Demographic information such as business location,
- Other information relevant to customer enquiries.

We will only ever ask for relevant information and you have the right to opt out of your data being collected at any point. In order to do this, you would need to send your request in writing to: [Enquires@Rykneld.com](mailto:Enquires@Rykneld.com)

## HOW WE STORE YOUR DATA & SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

## WHAT WE DO WITH THE INFORMATION WE GATHER

We require this information in order to properly understand your needs and provide you with the best service. We will use your details for the following reasons:

- Internal record keeping (records are kept for up to 15 years for enquiries).
- The efficient processing of orders.
- We may use the information to improve our services.
- We may occasionally send emails or letters about new products, special offers or other information which we think you may find interesting using the email address which you have provided. You may opt out of such marketing at any point.

We will only ever use this information internally within Rykneld and we will never sell, distribute or lease your personal information to third parties unless we are required by law to do so.

## CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

Our website uses cookies in order to track user activity and ensure that we give you the best client experience. A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps to analyse web traffic or lets you know when you visit a particular site.

Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. You can choose to accept or decline cookies- most web browsers automatically

accept cookies, though you can normally modify your browser settings to decline cookies if you prefer- it may prevent you from taking full advantage of the website.

- You can opt out of any direct marketing or future contact at any point by writing to or emailing us at [Enquires@Rykneld.com](mailto:Enquires@Rykneld.com)
- You may request details of personal information which we hold about you under the GDPR guidelines. If you would like a copy of the information held on you, please write to Rykneld, 21 Burton Old Road, Streethay, Lichfield WS13 8LJ.
- If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.

## HOW WE USE COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.