



## ATS PRO EQUIPMENT LTD - PRIVACY POLICY

### Privacy Statement

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At ATS Pro Equipment Ltd, we are committed to ensuring the trust and confidence of all visitors to our web site is maintained. Under no circumstances will ATS Pro Equipment Ltd sell, rent or trade personal data with other companies or businesses for marketing purposes.

Here you can find detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

### Data Security

We have taken a great deal of care to ensure that any personal information you send us remains secure and totally confidential. All credit card information is encrypted when it is transferred over the Internet using SSL Encryption to our Payment Service Providers. We do not collect or store your payment details. All personal information collected as part of our contract with you (ordering process) is held on a secure server and will not be used in any way other than to fulfil the contract (ordering process) without your express permission.

**AS REQUIRED BY THE UK DATA PROTECTION ACTS OF 1984 AND 1998, WE FOLLOW STRICT PROCEDURES IN THE STORAGE AND DISCLOSURE OF ALL INFORMATION WHICH YOU HAVE GIVEN US IN ORDER TO PREVENT UNAUTHORISED ACCESS. THE MAILING LIST INFORMATION WILL NOT, UNDER ANY CIRCUMSTANCES, BE PASSED ON TO ANY OTHER THIRD PARTY.**

### Data Collection & Usage

Here's all the information you need detailing the data we collect from you, the reasons for this data collection, how the data will be processed and why. We will keep your information for as long as necessary in relation to the purpose it was

ATS Pro Equipment Limited

RCM Business Centre | Sandbeds Trading Estate | Ossett | WF5 9ND

T: 0113 821 4414

W: [www.atsproequipment.co.uk](http://www.atsproequipment.co.uk)

E: [info@atsproequipment.co.uk](mailto:info@atsproequipment.co.uk)



originally collected/processed, although we may keep your data for longer if required for legal or regulatory reasons.

## Order Process

### Data we collect, store & process

- Name
- Company Name
- E-Mail Address
- Billing Address
- Delivery Address
- VAT Number
- Telephone Number
- IP Address

### Lawful basis for processing this data

- Necessary for Contract.

### Legitimate reasons we will process this data and why

- We collect this data to process and complete our contract (order) with you.
- We will contact you via the E-Mail Address provided to supply invoices, give order status updates or any other necessary details regarding your order. This includes communications to confirm your details are accurate and correct.
- We may contact you via the Telephone Number provided to communicate information regarding your order.
- We will collect and store the Email Address and IP Address used at the time of ordering for Fraud Prevention purposes.

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## **Legitimate reasons our partners may process this data and why**

- E-Mail Marketing (Newsletter Subscribers) – Subject to agreement.

## **Data we collect, store & process**

- First Name
- Last Name
- E-Mail Address
- Items Purchased
- Value of Items Purchased
- Brand Preference (optional)
- Occupation (optional)
- Gender (optional)
- Data on opens
- Data on clicks
- Device information (device emails were delivered to)

## **Lawful basis for processing this data**

- Requires your Consent.

## **Legitimate reasons we will process this data and why**

- With your Consent (Opt-in) to our E-mail Newsletter Subscription service, we will collect and store your First Name, Last Name, Email Address, Items Purchased and Value of Items Purchased (when applicable).
- We will process this data allowing us to contact you via the E-Mail Address provided with the latest news, offers, discounts, voucher codes and service updates via E-Mail Newsletter. The data collected will help us understand our customers better and provide a better service.

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- We may use the E-Mail Address provided to contact you occasionally to check the information is accurate and up-to-date.
- When you unsubscribe from a mailing list we will retain your data for email analytic purposes in order to provide better email service to our customers. You have the right to be forgotten - meaning you can request deletion of your data if you wish. To request to be deleted from our records contact us at [info@atsproequipment.co.uk](mailto:info@atsproequipment.co.uk).

### Legitimate reasons our partners may process this data and why

- Cookies

### Cookies that we use

We want to make it easy, useful and reliable to use our website. This sometimes involves placing small amounts of information on your computer or mobile phone / tablet called cookies. We need your consent to use cookies. In case you wish to opt-out you have to disable cookies in your browser or refrain from using the website. The complete information on Cookies can be found in our Cookies Policy

### Your Data & Our Partners

We may employ third party companies and/or individuals ("Service Providers") to facilitate our service to you and on some occasions provide the service on our behalf. Some of our Service Providers are employed to assist us in analysing how our service is used.

Our service providers only have access to personal data needed to perform their service. They will not use it for any other purpose. Furthermore, they must process any personal information in accordance with this Privacy Policy and as permitted by EU data protection laws.

For more information on the privacy practices of Google, please visit the [Google Privacy & Terms web page](#)

You can opt-out of Google Services for Display Advertising and customize the Google Display Network ads by updating your preferences at the [Google Ads Settings page](#)

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### Accessing & Amending Your Data

You can view your personal information stored by logging into your online account. If you don't have an online account, or you would like to request a full report on the data us and our partners hold, please send an email with a data access request.

If the personal information we hold about you is incorrect or out of date, you can update this information in your online account. If you don't have an online account, you can send us an email with the data amendment request and we will do it for you.

You have the right to data portability for the information you provide to ATS Pro Equipment Ltd. You can request to obtain a copy of your personal data in a commonly used electronic format so that you can manage and move it.

### Your Right to be Forgotten & Restrict Processing

You have the right to object to our use of your personal information, or to ask us to delete or remove it if there is no legitimate reason for us to keep it. You can delete your online account using the "Delete Account" button from within the online account pages. If you don't have an online account, please send an email with an erase data / restrict data request.

You have an absolute right to object to any processing (including profiling) undertaken for the purposes of marketing. If you object to the use of Cookies, you can do so by clicking the "Decline" button on our Cookie consent popup present when you visit our website. You can unsubscribe from our E-Mail Marketing (Newsletter Subscription) by clicking the "Unsubscribe" link on any marketing email you receive from us. If you have any other data processing queries or requests, please email us.

### Children's Privacy

ATS Pro Equipment Ltd does not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children has provided us with personal data, please contact us via telephone or email. If we become aware that we have collected personal data from

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anyone under the age of 13 without parental consent, we take steps to remove that information from our servers.

**For all the data queries and requests mentioned please send us an email at [info@atsproequipment.co.uk](mailto:info@atsproequipment.co.uk)**

#### Links to Other Sites

Our website may contain links to other external websites that are not operated by us. If you click on an external link, you will be redirected to a website not governed by this Privacy Policy. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any external sites or services.

#### Data Protection Responsibility

ATS Pro Equipment Ltd and its online trading subsidiaries 'Press-Tools', accepts responsibility as Data Controller for all information collected via this website. In its capacity as Data Controller ATS Pro Equipment Ltd has written undertakings from all third party Data Processors that it will protect all personal data received as required by the Data Protection Acts of 1984 and 1998.

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