

Privacy Notice

Southern Ropes UK Ltd takes privacy very seriously. This notice explains how we use the personal information you provide to us, including how we share it with third parties.

How we use your personal information

We will use your personal information for the following purposes.

1. To Administer and manage our relationship with you, including to set up and maintain your account.
2. To process quotations and orders from you for goods and services.
3. To deal with enquiries we receive from you.
4. For the purpose of corrective actions which may be required in respect of any products we supply to you.
5. To comply with applicable laws, regulation and rules.
6. To provide you with the details of our product ranges, services and promotions.
7. To notify you of changes to what we do
8. To make checks with credit reference agencies from time to time (for example, when you complete a trade account application form, or you want to amend your credit limit.
9. For the purpose of debt recovery in case of nonpayment.

In connection with these purposes, we may share your personal information with third parties that perform services on our behalf, such as business partners (including transport and courier companies, printing, marketing agents, credit reference agencies, and fraud sharing organisations).

We may also disclose your personal information to third parties in other circumstances, in particular:

1. If we are under a duty to disclose or share your personal information to comply with legal obligation, or to enforce or apply our terms and conditions of trading and other agreements:
2. To protect the rights, property, or safety of Southern Ropes Ltd, our staff, our customers, or others:
3. In response to a request from the governmental authority (including a regulator): or
4. If we sell or buy any business or assets, in which case we will disclose your personal information to the prospective seller or buyer of such business or assets.

If necessary for debt recovery purposes, we may also obtain additional information about you beyond that provided in your trade application form from a credit reference and tracing agents.

We hold digital images data from closed circuit television (CCTV) systems for the purpose of:

1. Security
2. The prevention and detection of crime.

CCTV data and images are only shared as required by law and as ordered by law enforcement agencies.

Keeping in touch with you

From time to time we would also like to keep in touch with you, to provide details of our new product ranges and services and promotional offers. If you **do not** want to be contacted in this way, please tick the box on the front of the trade account application form or contact us at accounts@southernropes.co.uk.

Your rights in relation to your personal information.

You have various rights under the data protection law regarding the processing of your information, including the rights to:

1. Request access to personal information we hold about you and details of our processing of your personal information
2. Request us to correct inaccurate personal information
3. Request us to delete personal information in certain circumstances
4. Receive your personal information in a format suitable for transmission to a third party
5. Object to and/or restrict the processing of your personal information on certain grounds
6. Lodge a complaint with the UK Information Commissioner's Office.

You can make a request to us in relation to these rights at any time by contacting us at accounts@southernropes.co.uk. Any information that you are entitled will be provided within a reasonable timeframe, subject to the exemption stipulated in applicable data protection laws.

How long do we retain your personal information?

We will not keep your personal information longer than is necessary, taking into account information needed for product guarantee or recall purposes, applicable legal requirement and limitation periods.

How the personal information is stored.

Digital and physical data files are held on site in a secure file room and in secure servers, we will securely destroy the data once it is no longer required.

How to contact us:

If you have any queries about how we use your personal information, you can contact us at any time please email us accounts@southernropes.co.uk or by post to Southern Ropes UK Ltd, 155 Highlands Road, Fareham, Hampshire, PO15 6JR.

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