



PRIVACY NOTICE

In accordance with the General Data Protection Regulation (GDPR), we have implemented this privacy notice to inform you how AST collects and processes personal data in relation to customers, suppliers and any other third parties. We also include within this notice the reasons for processing your data, the lawful basis that permits us to process it, how long we keep your data for and your rights regarding your data.

DATA PROTECTION PRINCIPLES

Under GDPR, all personal data obtained and held by us must be processed according to a set of core principles. In accordance with these principles, we will ensure that:

- processing is fair, lawful and transparent
- data is collected for specific, explicit, and legitimate purposes
- data collected is adequate, relevant and limited to what is necessary for the purposes of processing
- data is kept accurate and up to date. Data which is found to be inaccurate will be rectified or erased without delay
- data is not kept for longer than is necessary for its given purpose
- data is processed in a manner that ensures appropriate security of personal data including protection against unauthorised or unlawful processing, accidental loss, destruction or damage by using appropriate technical or organisation measures
- we comply with the relevant GDPR procedures for international transferring of personal data

TYPES OF DATA HELD

We may collect and store several categories of personal data in order to carry out effective and efficient processes in the course of our business.

Identity Data including name, username or similar, date of birth and gender

Contact Data including billing address, delivery address, job title, department and company, email address and telephone numbers

Financial Data including bank and payment details

Transaction Data including details of products and services you have purchased and payments

Technical Data including IP address, login data, time zone setting, location, browser, and other technology used to access our websites

Usage Data including information about how you use our websites, products and services

Marketing and Communications Data including receiving marketing information and your communication preferences

COLLECTING YOUR DATA

Data may be provided to use directly, indirectly or by interacting with our website. In some cases, we may also collect data about you from third parties.



LAWFUL BASIS FOR PROCESSING

The law on data protection allows us to process your data for certain reasons only. In the main, we process your data in order to comply with a legal requirement or in order to effectively manage our relationship with you.

The information below categorises the types of data processing, appropriate to your status, we undertake and the lawful basis we rely on.

Activity requiring your data	Lawful basis
To register you as a new customer	Performance of a contract
To process and fulfil your order including managing payments and provision of appropriate support	Performance of a contract Our legitimate interests
To manage our relationship with you including notifying you about changes to our terms or privacy policy	Performance of a contract Legal obligation Our legitimate interests
To enable you to leave a review or complete a survey	Performance of a contract Our legitimate interests
To administer and protect our business and our websites	Our legitimate interests Legal obligation
To deliver relevant website content and advertisements and measure or understand the effectiveness of our advertising	Our legitimate interests
To use data analytics to improve our website, products/services and customer experiences	Our legitimate interests
To make suggestions or recommendations about goods and services or events that may be of interest	Our legitimate interests

SPECIAL CATEGORIES OF DATA

This includes the following:

- health
- sex life
- sexual orientation
- race
- ethnic origin
- political opinion
- religion
- trade union membership
- genetic and biometric data.

We do not collect or keep any Special categories of personal data identified above or any information regarding criminal convictions and offences.



FAILURE TO PROVIDE DATA

Your failure to provide us with data may mean that we are unable to fulfil our requirements for entering into a contract with us.

WHO WE SHARE YOUR DATA WITH

We may share your data in order to comply with a legal obligation upon us.

We may also share your data with third parties as part of a Company sale or restructure, or for other similar reasons.

Any third parties must implement appropriate technical and organisational measures to ensure the security of your data.

PROTECTING YOUR DATA

We are aware of the requirement to ensure your data is protected against accidental loss or disclosure, destruction and abuse. We have implemented processes to guard against such.

RETENTION PERIODS

Retention periods can vary depending on why we need your data. We only keep your data for as long as we need to, dependent upon the basis for collection.

YOUR LEGAL RIGHTS

You have the following rights in relation to the personal data we hold on you:

- the right to be informed about the data we hold on you and what we do with it;
- the right of access to the data we hold on you. More information on this can be found in our separate policy on Subject Access Requests;
- the right for any inaccuracies in the data we hold on you, however they come to light, to be corrected. This is also known as 'rectification';
- the right to have data deleted in certain circumstances. This is also known as 'erasure';
- the right to restrict the processing of the data;
- the right to transfer the data we hold on you to another party. This is also known as 'portability';
- the right to object to the inclusion of any information;
- the right to regulate any automated decision-making and profiling of personal data.

CONSENT

Where you have provided consent to our use of your data, you also have the right to withdraw that consent at any time. This means that we will stop processing your data.

MAKING A COMPLAINT

If you think your data rights have been breached, you are able to raise a complaint with the Information Commissioner (ICO). You can contact the ICO at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or by telephone on 0303 123 1113 (local rate) or 01625 545 745.



DATA PROTECTION COMPLIANCE

Contact details for our Data Protection Office are shown below:

AST Group
Satellite House
Bessemer Way
Great Yarmouth
NR31 0LX

Email: dpo@ast-uk.com