

**MAC Building Products Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.**

## **PRIVACY POLICY**

The collection and use of personal data is regulated by the Data Protection Act 1998 (DPA) and the General Data Protection Regulation (EU 2016/679) (the GDPR). MAC Building Products Ltd (MAC), may collect, store and manage certain categories of personal information from those who contact us, visit our premises or use our website. MAC Building Products Ltd is the "controller" of such data for the purposes of the GDPR.

## **WHO ARE WE?**

We are MAC Building Products Ltd. We supply and deliver building products. Our trade counter and registered office is 180/182 Hall Street, Stockport, SK1 4JG.

## **WHAT IS THIS DOCUMENT?**

This document is our "Privacy Policy". It seeks to explain, in a concise and transparent manner, when, why and for what purposes we collect personal information ("data") from those who contact us, visit the shop or use our website. It also explains how we use your personal data, the conditions under which we may disclose it to others and how we keep it secure.

## **WHAT WE COLLECT**

The type of personal information which we may collect from you depends on how you contact us, the nature of any enquiry or the purpose of your visit.

Enquiries: If you contact us to enquire about quotes or the services which we provide, whether in person or by post, telephone or e-mail, we may ask you for the following information:

Name

Address

Telephone number

E-mail address

The purpose of your enquiry

Website: If you visit our website in order to obtain information about products, to request a quote, or for any other purpose, you may also be asked for information of the kind set out above. This Privacy Policy is published on our website where it is readily accessible to anyone visiting the site.

### **WHY WE COLLECT IT**

We collect personal information of this kind for the following reasons:

So that we can properly deal with any enquiry you may make

To enable us to carry out and complete any arrangements with you for the provision of services

So that we may contact you in the future with information about MAC, or about any special events and offers or any other matters relating to MAC which may be of interest to you

To seek your views or comments on the services we provide

### **HOW WE COLLECT IT**

We will normally collect information of this kind from you directly when you contact us or visit MAC, or when you access our website.

When we ask you to provide personal information to us, we may also ask you whether you are willing to give your express consent to its use by MAC to contact you in the future. Whenever we do so we will always explain why we are collecting the information and will refer you to this Policy for a more comprehensive explanation.

### **WHAT WE DO WITH THE INFORMATION WE COLLECT**

We use personal information of this kind solely for the purposes for which we collect it as set out above. Once we have dealt with any enquiry or carried out and completed any arrangements for the provision of services, we will not use the information we have collected to contact you again without your express consent as detailed in the next section of this Policy Document unless it is necessary to do so for financial, fiscal or accounting purposes or in connection with any complaint or dispute involving you and MAC.

### **CONSENT TO THE USE OF PERSONAL DATA**

We would like from time to time to keep you informed and up-

to-date about MAC, any products, events or special offers or any other matters relating to the MAC which may be of interest to you; and we would like to do so by e-mail, newsletter, telephone or social media. We may also wish to contact you for market research purposes in order to improve our products and services. If you use our website, this may involve what is known as “profiling” and the use of “cookies”.

**Express Consent:** We need your express consent if we wish to make use of your personal data for these purposes. If you visit MAC in person, we may ask you to complete and sign a short form to record your consent; and if you use our website, you may be asked to give your consent in electronic form.

**Withdrawal of Consent:** You may withdraw your consent at any time by contacting the MAC in person, or by post, telephone or e-mail. Contact details are set out at the end of this document.

## **WEBSITE**

When you access our website, we may collect personal information from you in electronic form and you may be asked to give your express consent to the use of that information to contact you in the future as detailed in the previous section. This may involve “profiling” and the use of “cookies”.

### **Profiling**

In order to improve our products, services, marketing and website, we may analyse your personal information to create a profile of your actions, interests and preferences. Where applicable, we do this so that we can tailor your experience on our website and contact you with more relevant information specific to your needs.

Examples of this may include profiling your interests in our products and services and automatically sending you tailored marketing communications or newsletter variants.

### **Cookies**

Our website uses “cookies”. These are small pieces of information sent by a website and stored on your hard drive.

We use cookies to collect statistical data about your browsing actions and preferences. For example, we may use cookies to store your language preference on our website. Our cookies do not identify you as an individual until you have contacted us through our website. It is possible to configure or completely switch off “cookies” by changing your browser preferences.

## Analytics

In order to monitor and improve the performance of our website, we use Google Analytics. This uses “cookies” to collect data about your browsing actions and preferences. It may also collect information such as:

Your computer’s IP address

Your worldwide geographical location

The kind of device you accessed the website from (mobile or desktop)

Your internet browser details

The site which referred you to us

How long you stayed on our site

Which pages you viewed

This information does not identify you as an individual and is used solely to monitor and improve our website’s performance and improve your user experience.

## Links to Other websites

In order to provide you with further information or additional reference points, our website may contain links to other websites run by other organisations.

Please be aware, that we cannot be responsible for the protection and privacy of any personal information which you provide whilst visiting other websites and such sites are not governed by this Privacy Policy. You should exercise caution and look at the privacy statement applicable to the website in question.

## **WHO HAS ACCESS TO YOUR PERSONAL INFORMATION?**

The routine processing personal data is carried out internally by MAC and staff specifically authorised to make use of it for specified purposes.

## **EXTERNAL DATA PROCESSING**

MAC also retains the services of certain external agencies to process some personal information on its behalf for certain specific

purposes, such as systems back-up, website maintenance, and the circulation of newsletters. We will continue to make sure that any outside processors will hold any personal data securely and will not attempt to use it for any other purpose.

## **ACCURACY**

We will try to ensure that the personal data which we hold is always accurate and up to date. Please let us know if your details change so that we can continue to stay in touch.

## **PRIVACY & CONFIDENTIALITY**

All personal information held by MAC is treated as private and confidential. We are committed to ensuring that your privacy is protected. Should we ask you to provide any information by which you can be identified, you can be assured that it will only be used in accordance with the provisions of this Privacy Policy.

Your privacy is of the highest importance to us, and we will never release your personal details to any third party without your express consent unless we are legally obliged to do so or it is necessary to enable us to comply with our contractual or statutory duties towards you or for the purposes of external data processing, as explained above.

## **SECURITY**

All personal data is held securely by MAC which endeavours to comply at all times with the requirements of the GDPR and any other applicable data protection legislation. 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 from you. We maintain adequate technical and organisational security measures to protect your personal information from loss, misuse, unauthorised access, disclosure, alteration, or destruction.

Our website is protected with 128 Bit SSL encryption. This means that any information we collect from you via our website is protected and secure. When you are asked for any personal data on our website, you will see a lock icon in your browser, confirming that your data is secure.

In the unlikely event of our systems being breached and your data being improperly accessed, disclosed or otherwise compromised, then we will notify you as soon as reasonably practicable and, in any event, within 30 days including full details of what parts of your

personal data have been compromised.

## **ACCESS AND CORRECTION RIGHTS**

Anyone has the right to request access to any personal data concerning him or her which is held by MAC, to obtain certain information in relation to it, to request the rectification of any inaccuracies and, in some circumstances, to seek its erasure or to restrict its use. For security reasons, we reserve the right to take steps to authenticate your identity before providing access to your personal information.

## **RETENTION OF DATA**

Personal data will be retained so long as it is necessary for the purposes for which it was provided (including the settlement of any financial obligations arising out of the provision of any services to you by MAC) or for as long as we have your express consent to continue to retain and use it. We will, however, retain records of any financial transactions between you and MAC for a maximum period of seven years for financial, fiscal and accounting purposes. We may also retain personal data if it is necessary to do so pending the resolution of any complaint, dispute or claim involving you and MAC.

## **CONCERNS AND COMPLAINTS**

If you have any concerns or complaints about the way in which we have handled your personal data, you should raise them with one of the below contact points. We may ask you to put your complaint in writing and to provide details about it. We may discuss your complaint with our personnel service providers and others as appropriate.

We will investigate the matter and attempt to resolve it in a timely way. We will inform you in writing about the outcome of the investigation. If we do not resolve your complaint to your satisfaction and no other complaint resolution procedures are agreed, we will inform you that your complaint may be referred to the Information Commissioner's Office for further investigation and will provide you with the Commissioner's contact details.

## **CHANGES TO THE POLICY**

We reserve the right, at our sole discretion, to modify, add or remove sections of this Privacy Policy at any time and any changes will be notified to you using the email address you have given us or by an announcement on our website.

**EFFECTIVE DATE**

This policy is effective from 25/05/2018.

**CONTACT DETAILS**

If you have any questions regarding this policy, or you wish to update your details or remove your personal data from our records, please contact the Directors by post at MAC Building Products Ltd, 180/182 Hall Street, Stockport, SK1 4JG, by telephone on 0161 477 6652, or by e-mail at [accounts@macbuildingproducts.com](mailto:accounts@macbuildingproducts.com).