



Privacy policy

Powerpac Ltd are committed to respecting your privacy and to complying with applicable data protection and privacy laws.

We have provided this Privacy Policy (and any other documents referred to on it) to help you understand how we collect, use and protect your information when you visit www.powerp.co.uk on which this Privacy Policy is posted. We wish to help you make informed decisions, so please take a few moments to read the sections below and learn how we may use your personal information.

Our use of any information we collect about you when you visit a Website will be governed by this Privacy Policy together with any site-specific privacy notice posted on our Website. This Privacy Policy should also be read in conjunction with any Terms and Conditions of Use of such Website, and will form part of such Terms and Conditions of Use.

Collection of personal information

We typically collect personal information when, by means of one of the Website you use services, make customer enquiries or send other communications or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our Website, subscribe to our service, search for a product, place an order on our Website, participate in discussion boards or other social media functions on our Website, enter a competition, promotion or survey, and when you report a problem with our Website.

- The types of personal information collected when you do any of the above could include, for example your name, address, e-mail address and phone number, financial and credit card information and personal description.
- Information we collect about you. With regard to each of your visits to our Website we may automatically collect the following information:
- technical information, including the internet protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our Website (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.
- Information we receive from other sources. We may receive information about you if you use any of the other websites we operate or the other services we provide. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

Processing of your information

If you choose to provide to us or if we collect any personal information about you, we may use this information:

- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- to provide you with information about other products and services we offer that are similar to those that you have already purchased or enquired about;
- to provide you, or permit selected third parties to provide you, with information about products or services we feel may interest you. If you are an existing customer, we will only contact you with information about products and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you only if you have consented to this. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box when you place an order;
- to notify you about changes to our service;
- to ensure that content from our Website is presented in the most effective manner for you and for your computer.
- Information we collect about you. We will use this information:
 - to administer our Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
 - to improve our Website to ensure that content is presented in the most effective manner for you and for your computer;
 - to allow you to participate in interactive features of our service, when you choose to do so;
 - as part of our efforts to keep our Website safe and secure;
 - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
 - to make suggestions and recommendations to you and other users of our Website about goods or services that may interest you or them.
- Information we receive from other sources. We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

Disclosure of your information

Powerpac Ltd may disclose your information, strictly for the Purposes:

We may share your information with selected third parties including:

- business partners and suppliers for the performance of any contract we enter into with them or you;
- advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users. We may also use such aggregate information to help advertisers reach the kind of audience they want to target. We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience;
- analytics and search engine providers that assist us in the improvement and optimisation of our Website; and
- credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

- We may disclose your personal information to third parties:
- if we or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets. If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions and other agreements; or
- to protect the rights, property, or safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Storing of your personal data

The data that we collect from you is stored at, Powerpac Ltd by submitting your personal data, you agree to this storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Any payment transactions are protected using sagePay, details of which can be accessed at www.sagepay.co.uk

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us. Please write to:

Powerpac Ltd
Whitwick Business Centre
Stenson Road
Coalville
Leicestershire
LE67 4JP
Telephone: 01530835859
Email: enquiries@powerp.co.uk

Please quote your name and address. We would be grateful if you could also provide brief details relating to your personal information, as these help us to more readily locate your data.

We will require proof of your identity before responding to any request from you as described in this section. If you have requested a copy of your information, we reserve the right to charge £10 to cover the administration costs involved in providing that copy to you.

You can write to us at any time to request a copy of your information and to have any inaccuracies corrected. Where appropriate, you may also ask to have your personal information erased or object to any processing of your information that is causing you damage or distress.

Information security

Please be aware that communications over the Internet, such as emails/webmails, are not secure unless they have been encrypted. The form of security that we use is Secure Sockets Layer (SSL). This is a method of hiding the information that a web browser and a web server send to each other. An SSL-enhanced browser uses encryption to scramble the data you send to a website into an unintelligible string of seemingly random characters. This is the industry standard for encrypting digital communications between any two points across a network.

Despite the encryption described above, your communications may route through a number of countries before being delivered - this is the nature of the internet - and Powerpac Ltd is therefore unable to guarantee the security of any information you transmit to or via our Website.

We do, however, have appropriate policies, rules and security measures in place to protect the personal information that we have under our control.

Choices about cookies

Our Website uses cookies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website.

Third-party websites

Our Website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Changes to our policy

We reserve the right to amend or modify this Privacy Policy at any time. If the Purposes for processing change, we will notify you as soon as practicable and we will post the revised Privacy Policy on our Website.