

PRIVACY NOTICE - BIFOLD UK LTD

In accordance with the General Data Protection Regulation (GDPR), we have implemented this privacy notice to inform you of the types of data we process about you. 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.

A) 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:

- a) processing is fair, lawful and transparent
- b) data is collected for specific, explicit, and legitimate purposes
- c) data collected is adequate, relevant and limited to what is necessary for the purposes of processing
- d) data is kept accurate and up to date. Data which is found to be inaccurate will be rectified or erased without delay
- e) data is not kept for longer than is necessary for its given purpose
- f) 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
- g) we comply with the relevant GDPR procedures for international transferring of personal data

B) TYPES OF DATA HELD

We keep several categories of personal data about you in order to carry out effective and efficient processes. We keep this data secure on our premises within our computer systems.

Specifically, we hold the following types of data:

Personal Data

- Contact Information: name, address, phone numbers, email
- Demographic data: gender, location, industry
- Financial Information: purchase history, bank details, payment history

Behavioural Data

- CCTV footage
- Website Interactions: Website visits, page views, time spent on pages, clicks, and social media engagement.
- Product Usage Data: Information about how customers use their products, collected through product analytics or sensors
- Purchase Patterns: What products are bought, how often, quantity.

Other Types of Data:

- Supply Chain Information: Data related to raw materials, suppliers, and logistics.
- Production Data: Data related to the manufacturing process, including quality control, inventory management, and production efficiency.
- Sales Data: Sales figures, sales targets, and sales performance metrics.
- Marketing Data: Information about marketing campaigns, customer satisfaction, and lead generation.

C) COLLECTING YOUR DATA

We use different methods to collect data from and about you including through direct interaction.

- Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - enquire about or purchase our products or services;
 - book an appointment
 - create an account on our online shop;
 - request marketing to be sent to you;
 - enter a competition, promotion or survey; or
 - give us feedback or contact us.
 - Or contact us by any other means
- Automated technologies or interactions. As you interact with our website, social media etc, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. In some cases, we will collect data about you from third parties, such as intermediaries who may act as an introducer.

Personal data is kept in secure files or within the company's IT systems.

D) 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, in order to perform the contract we have with you or in pursuit of our legitimate interests.

The information below categorises the types of data processing we undertake and the lawful basis we rely on.

Activity requiring your data	Lawful basis
Carry out the contract that we have entered into with you e.g. using your name, contact details	Performance of the contract

Ensuring you receive payment, as do we respectively	Performance of the contract
To administer and protect our business and our website (including trouble shooting, data analysis, testing, system maintenance, support, and reporting)	Performance of the contract Necessary for our legitimate interests
Making decisions about who to enter into a contract with, managing our relationship with you.	Performance of the contract Necessary for our legitimate interests
Business processing and delivery	Performance of the contract Necessary for our legitimate interests
Dealing with legal claims made against us	Necessary for our legitimate interests
Preventing fraud	Necessary for our legitimate interests
To operate CCTV in our premises	Necessary for our legitimate interests (to ensure the safety of you and our people)

E) SPECIAL CATEGORIES OF DATA

Special categories of data:

- a) health
- b) sex life
- c) sexual orientation
- d) race
- e) ethnic origin
- f) political opinion
- g) religion
- h) trade union membership
- i) genetic and biometric data.

Most commonly, we will process special categories of data when the following applies:

- a) you have given explicit consent to the processing
- b) we must process the data in order to carry out our legal obligations
- c) we must process data for reasons of substantial public interest
- d) you have already made the data public.

We do not need your consent if we use special categories of personal data in order to carry out our legal obligations. However, we may ask for your consent to allow us to process certain particularly sensitive data. If this occurs, you will be made fully aware of the reasons for the processing. As with all cases of seeking consent from you, you will have full control over your decision to give or withhold consent and there will be no consequences where consent is

withheld. Consent, once given, may be withdrawn at any time. There will be no consequences where consent is withdrawn.

F) 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 you or performing the contract that we have entered into.

G) CRIMINAL CONVICTION DATA

We will only collect criminal conviction data where it is appropriate given the nature of the services you are to provide to us and where the law permits us. This data will usually be collected during contract negotiation, however, may also be collected during your engagement. We use criminal conviction data to determine your suitability, or your continued suitability for the engagement. We rely on the lawful basis of (insert lawful basis – see above) to process this data.

H) WHO WE SHARE YOUR DATA WITH

Employees within our company who have responsibility for recruitment, administration of payment and contractual benefits and the carrying out performance related procedures will have access to your data which is relevant to their function. All employees with such responsibility have been trained in ensuring data is processed in line with GDPR.

We may share your personal data with third parties as set out below:

- Service providers who provide IT and system administration services and services platforms.
- Service providers based in the UK to whom we may subcontract the delivery and installation of your product.
- Other companies within our group which provide goods and services which we understand you to be interested in.
- Professional advisers including lawyers, bankers, auditors and insurers based in the UK who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities based in the UK.
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets.
- Third parties to perform as measurement services on our behalf.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

We do not share your data with bodies outside of the European Economic Area.

I) 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.

J) RETENTION PERIODS

We only keep your data for as long as we need it for, which will be at least for the duration of your engagement with us though in some cases we will keep your data for a period after your engagement has ended.

K) DATA SUBJECT RIGHTS

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

- a) the right to be informed about the data we hold on you and what we do with it
- b) 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
- c) 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'
- d) the right to have data deleted in certain circumstances. This is also known as 'erasure'
- e) the right to restrict the processing of the data
- f) the right to transfer the data we hold on you to another party. This is also known as 'portability'
- g) the right to object to the inclusion of any information
- h) the right to regulate any automated decision-making and profiling of personal data.

More information can be found on each of these rights in our separate policy on your rights in relation to your data.

L) 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.

If you fail to provide personal data:

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

M) 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.

N) DATA PROTECTION COMPLIANCE

Our Data Protection Officer is:

June McCann

07515917807.

Our appointed compliance officer in respect of our data protection activities is:

Nadine Daly

01626 335555.

O) CHANGES TO THIS PRIVACY NOTICE

This Privacy Notice is effective as of 01/04/2025 and will remain in effect except with respect to any changes/updates in its provisions in the future, which will be in effect immediately after being updated.

We reserve the right to update or change our Privacy Notice at any time and you should check this notice periodically. Your continued use of the service after any changes/updates are made will constitute your acknowledgement of the modifications and your consent to abide and be bound by the modified Privacy Notice.

The most up to date version of our Privacy Notice will be available via our website or by a request via email.

P) CONTACT US

If you have any questions about this Privacy Notice, please contact us.