
PRIVACY NOTICE

BACKGROUND:

Premier Forest Products Ltd ("we", "us", "our") understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Company Name: Premier Forest
Products Ltd Type: Limited Company
Registered in UK under company number: 2797766
Registered address: West Way, Alexandra Docks, Newport NP20 2PQ
Main trading address: West Way, Alexandra Docks, Newport NP20 2PQ
VAT number: 918 5101 36
Email address: dataprotection@premierforest.co.uk
Telephone number: 01633 254422
Postal Address: Premier Forest Products, West Way,
Alexandra Docks, Newport NP20 2PQ

2. What Does This Notice Cover?

This Privacy Notice explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined for the purposes of the Data Protection Act 2018 and the General Data Protection Regulation (EU Regulation 2016/679) (the "Data Protection Legislation") as any information relating to an identified or identifiable natural person who can be directly or indirectly identified in particular by reference to an identifier.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are Your Rights?

Under the Data Protection Legislation, you have the following rights under certain circumstances, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have in certain circumstances including where there is no good reason for us continuing to process it, where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with a legal obligation. Please note however that we may not always be able to comply with your request for specific legal reasons. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. suspend) the processing of your personal data in certain circumstances including where you want us to establish the data's accuracy or where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- f) The right to object to us using your personal data for a particular purpose or purposes in certain circumstances including where we are processing your personal data for direct marketing purposes, or where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms.. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) The right to withdraw your consent at any time where we are relying on consent to process your personal data. Please note however that this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products and/or services to you. We will advise you if this is the case at the time you withdraw your consent.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office ("ICO"), the UK supervisory authority for data protection issues. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so

please contact us using the details provided in Part 11 in the first instance.

5. What Personal Data Do We Collect and How Do We Collect It?

We may collect some or all of the following personal data (this may vary according to your relationship with us):

- Name;
- Address(es) – invoice address / order delivery address;
- Email address;
- Telephone number;
- Fax number;
- Business name;
- Job title;
- Payment information;
- Information about your product preferences and interests.
- IP address, operating system, browser type and version

We may collect the above information from you when you fill in forms on our website or correspond with us by post, phone, email or otherwise. This includes personal data you provide when you:

- Order or enquire about our products and/or services;
- Request marketing or other information to be sent to you; or
- Give us feedback or contact us.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

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 products). In this case, we may have to cancel your order but we will notify you if this is the case at the time.

6. How Do We Use Your Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract we are about to enter into or have entered into with you, because you have consented to our use of your personal data, or because it is necessary for our legitimate business interests to use it and your interests and fundamental rights do not override those interests. Your personal data will be used for the following purposes:

- Providing and managing your account. We process your personal data for this purpose as it is necessary to perform our contract with you.

- Supplying our products or services to you. Your personal details are required in order for us to enter into a contract with you and to fulfil our obligations under that contract.
- Personalising and tailoring our products and/or services for you. We process your personal data for this purpose as it is necessary for our legitimate interests in developing our products and/or services and growing our business.
- Communicating with you. This may include responding to emails or calls from you. We process your personal data for this purpose as it is necessary for our performance of a contract we are about to enter into or have entered into with you, or because it is necessary for our legitimate interests in building and maintaining our relationships with customers and growing our business.
- Supplying you with information by email or by post that you have expressly consented to receive by opting in, or where it is within our legitimate business interest. You may unsubscribe or opt-out at any time by following the instructions at the bottom of the email you have received or by sending an email to dataprotection@premierforest.co.uk

With your consent, where it is in our legitimate business interest or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone, text message or post with information, news, and offers on our products or services.

You could expect to receive from us:

- A weekly email update containing offers, product information or information about an event; this might be from a Premier Forest Group business or brand
- Occasional direct mailings about our new products, offers or events
- Occasional phone calls from our sales team about new products, offers or events

You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out of receiving such marketing.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us using the details provided in Part 11.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

7. How Long Will We Keep Your Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- Personal data may be kept for up to 7 years after our business relationship has ended. After this period, some details may still be kept for research or statistical purposes but will be anonymised so that it can no longer be associated with you.

8. How and Where Do We Store or Transfer Your Personal Data?

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

We will only store or transfer your personal data within the European Economic Area (the “EEA”). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the Data Protection Legislation or to equivalent standards by law.

9. Do We Share Your Personal Data?

We may sometimes contract with third parties to supply products and/or services to you on our behalf. These may include printing and sending of our correspondence, payment processing, delivery, and marketing. In some cases, those third parties may require access to some or all of your personal data that we hold.

We may also share your personal data with professional advisers including lawyers, bankers, auditors and insurers who provide banking, legal, insurance and accounting services.

Your personal data may also be shared with third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this Privacy Notice.

If any of your personal data is required by a third party for the purposes set out in Part 6 above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party’s obligations under the Data Protection Legislation.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority or regulator.

Please contact us using the details provided in Part 11 for more information.

10. How Can You Access Your Personal Data?

If you would like to know what personal data we have about you, you can ask us for the details and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of two months from the date we receive your request. You will be kept fully informed of our progress.

11. How Do You Contact Us?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Data Protection Manager):

Email address: dataprotection@premierforest.co.uk

Telephone number: 01633 254422.

Postal Address: Premier Forest Products, West Way, Alexandra Docks, Newport NP20 2PQ.

12. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website www.premierforest.co.uk.

Please contact us at dataprotection@premierforest.co.uk if you have any queries regarding this Privacy Notice.

COOKIE POLICY

Last updated: 22/02/2021

Premier Forest Products uses cookies on www.premierforest.co.uk. By using our website, you consent to the use of cookies.

We may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. They help us to improve this website and to deliver a better and more personalised service. In particular, they enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our website according to your individual interests.
- To speed up your searches.
- To recognise you when you return to this website.

What are cookies and which ones do we use?

Cookies are small text files that are placed on your computer by websites that you visit. The table below details cookie files that may be used within this website.

Cookie	Domain	Description	Duration
_fbp	.premierforest.co.uk	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	3 months
fr	.facebook.com	The cookie is set by Facebook to show relevant advertisements to the users and measure and improve the advertisements. The cookie also tracks the behaviour of the user across the web on sites that have Facebook pixel or Facebook social plugin.	3 months
_ga	.premierforest.co.uk	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years
_gid	.premierforest.co.uk	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.	1 day
_gat_gtag_UA_132187645_1	.premierforest.co.uk	This cookie is installed by Google Analytics to store a unique user ID for statistical purposes.	1 minute

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

Information specific to Google Analytics cookies can be found in the next section, including tools to prevent Google Analytics using cookies and tracking your site usage.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses “cookies”, which are text files placed on your computer to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser (see below). However, please note that if you do this you may not be able to use the full functionality of this website.

By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>. Compatible with Chrome, Internet Explorer 8-11, Safari, Firefox and Opera.

How to refuse the setting of cookies

If you do not wish cookies to be stored on your browser, please follow these instructions:

- Internet Explorer: Open the Tools menu and click Internet Options. Choose the Privacy tab and move the slider to high level of privacy. Click on the Default button if you do not see the slider.
- Other browsers: Refer to the relevant help menu looking under cookies, privacy or security.