

## BURSLEM PRIVACY NOTICE

Burslem takes privacy very seriously. This notice explains how we use the personal information you provide to us.

### **How we use your personal information**

We will only use your personal information for the following purposes:

1. To administer and manage our relationship with you, including to set up and maintain your account
2. To process orders from you for goods and services
3. To deal with any enquiries we receive from you
4. For the purposes of any corrective action which may be required in respect of any of the products we supply to you
5. To comply with applicable laws, regulations and rules
6. To notify you of changes to what we do
7. For the purposes of recovery of a debt in case of non-payment

In connection with these purposes we may share your personal information with third parties that perform services on our behalf. We will never share your personal information with external organisations for marketing purposes.

We may also disclose your personal information to third parties in other circumstances, in particular:

- If we are under a duty to disclose or share your personal information to comply with any legal obligation, or to enforce or apply our terms and conditions of trading and other agreements
- To protect the rights, property, or safety of Burslem, our staff, our customers or others
- In response to a request from a governmental authority (including a regulator) or
- If we sell or buy any business or assets, in which case we will disclose your personal information to the prospective seller or buyer of such business or assets

If necessary for debt recovery purposes, we may also obtain additional information about you beyond that provided at the time your order was placed.

Our legal basis for these uses of your personal information may include that (a) it is necessary for our legitimate interests in operating our business and/or providing you with goods and services and/or (b) it is necessary for the performance of contracts to which you are a party with us.

### **Keeping in touch with you**

We will only ever contact you in response to an enquiry or in the furtherance of processing an order or collecting payment.

## **Your rights in relation to your personal information**

You have various rights under data protection law regarding the processing of your personal information, including rights to:

- Request access to personal information we hold about you and details of our processing of your personal information
- Request us to correct inaccurate personal information
- Request us to delete personal information in certain circumstances
- Receive your personal information in a format suitable for transmission to a third party
- Object to the processing of your personal information for direct marketing
- Lodge a complaint with the UK Information Commissioner's Office

You can make a request to us in relation to these rights at any time by contacting us at [enquiries@burslem.co.uk](mailto:enquiries@burslem.co.uk) . Any information to which you are entitled will be provided within a reasonable timeframe, subject to the exemptions stipulated in applicable data protection laws.

## **How long do we retain your personal information?**

We will not keep your personal information longer than is necessary, taking into account information needed for product guarantee or recall purposes, applicable legal requirements and limitation periods.

## **How to contact us**

[enquiries@burslem.co.uk](mailto:enquiries@burslem.co.uk)

01892 750120