

# LOADHOG LIMITED – PRIVACY NOTICE

## CUSTOMERS & PROSPECTIVE CUSTOMERS

This section of our website is designed to help you understand what we do with information about individuals in our organisation, referred to as “personal information”.

We are committed to protecting the privacy and security of your personal information. This privacy notice describes how we collect and use personal information about you during the course of our relationship with you, in accordance with data protection law.

## WHO ARE WE AND HOW TO CONTACT US

This notice explains how Loadhog Limited use personal information collected from or about customers and prospective customers.

This privacy notice provides an overview of what personal information we collect and store about customers and prospective customers and how we use that personal information. This privacy notice also tells you what your rights are over your personal information and how to exercise those rights.

If you have any questions or concerns about the information in this notice, or about our handling of personal information more generally, or if you would like more detailed information on a particular point, you should contact our Data Protection Manager who can be contacted at [dataprotection@loadhog.com](mailto:dataprotection@loadhog.com).

## NAVIGATION

This privacy notice answers the following:

1. How we use your personal information that we collect from your use of our website and our legal basis for that
2. How we use your personal information when you request a quotation or place an order with us and our legal basis for that
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## 1. HOW WE USE PERSONAL INFORMATION THAT WE COLLECT FROM YOUR USE OF OUR WEBSITE AND OUR LEGAL BASIS FOR THAT

### 1.1 What personal information do we collect and how do we use it?

Information you give us: if you fill in a form on our website, or contact us via email, telephone or social media channels, we will collect the information you include on the form or which you provide to us when you contact us, such as your name and contact details. We will use this information to send you the information you have requested, for example about our products and services; and respond to your query.

Information we collect about you from browsing our website: We use cookies on our website. Details of the cookies we use and how we use them are set out in our Cookie Notice. Please contact our Data Protection Manager at [dataprotection@loadhog.com](mailto:dataprotection@loadhog.com) for more information about our cookie policy.

Information we collect when you enter our competitions: If you enter one of our competitions we will collect; your full name, your e-mail address and any other information which is requested on the entry form. We will use your personal information to enter you into and administer the prize draw or competition you have entered. This may include publishing your name and country location on our winners list.

## **1.2. What is our legal basis for using your personal information?**

Under data protection law we must have a legal basis to use your personal information. We have set these out below.

Information you give us: Where you fill in a form on our website, or contact us via email, telephone or social media channels, the legal basis for this use is that it is in our legitimate interests as a business to be able to respond to enquiries that we get. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this use is proportionate because we will only use the information we get from you to respond to your enquiry and it is in your reasonable expectations that we would need to use your personal information to be able to respond to you.

Information we collect about you from your use of our website: Where we collect personal information through cookies you have accepted on our website, that it is in our legitimate interests as a business to be able to monitor.

Information you give us when you enter one of our online competitions: We will process your personal information through prize draws, surveys and reviews on the basis that you have consented for us to do so. You are able to opt out by contacting [marketing@loadhog.com](mailto:marketing@loadhog.com) or use the unsubscribe link at the end of any e-mail you receive from us.

## **2. HOW WE USE YOUR PERSONAL INFORMATION IF YOU REQUEST A QUOTATION OR PLACE AN ORDER WITH US AND OUR LEGAL BASIS FOR THAT**

### **2.1. What personal information do we collect and how do we use it?**

Information you give us: If you or your organisation requests a quotation from us or your organisation submits an order for products and/or services from us, we will collect information from you or from your organisation, such as your name, your contact details and your job title, you billing address, e-mail address, telephone, delivery address and VAT number. We will use this information to:

- provide the quotation your organisation has requested;
- negotiate and conclude contracts for the sale of products to your organisation;
- financial due diligence via credit reference checks, sanction checks and any other legal checks we are required to carry out prior to accepting an order
- fulfil an order placed with us;
- agree the specification and design of products ordered from us;
- assist with the ongoing management and running of a contract;
- resolve any operational issues such as in relation to delivery;
- arrange and carry out site visits;
- arrange delivery of the products; and
- assist with any contractual or other claims.

Information we receive from other sources to perform credit agency checks: We will carry out

credit checks on our customer companies which may reveal information about company officers, directors and/or owners of organisations who are our customers or prospective customers.

We may carry out a due diligence process relating to anti-bribery, fraud and money laundering. We may also carry out sanctions checks against our customers, proposed customers and their company officers, directors and owners and will obtain personal information as part of this process.

## **2.2. What is our legal basis for using your personal information?**

Under data protection law we must have a legal basis to use your personal information. We have set these out below.

Information you/your organisation gives us when requesting a quotation, negotiating and concluding a contract: The legal basis for using the personal information you give or your organisation gives us when requesting a quotation, entering into negotiations or concluding a contract with your organisation is that it is in our legitimate interests as a business to be able to contact you to provide a quote and to manage and assist with the conclusion and ongoing performance of a contract with your organisation. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this use is proportionate because it is relevant and appropriate to our relationship with you, it is in your reasonable expectations that we would need to use your personal information to contact you in this way and we only use your business contact details for matters which relate directly to our relationship with the organisation you work for.

Information you give to us or which we get from other sources to perform credit agency checks: The legal basis for using the personal information you give to us or which we get from other sources to perform credit agency checks is that it is in our legitimate interests as a business to check the financial standing and credit of our customers in order to safeguard our finances and reputation. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that carrying due diligence is proportionate because it is within your reasonable expectations, taking into account the value of the contract or potential contract being entered into, and the information is limited to the business context.

Information you give to us or which we get from other sources so that we can meet our legal obligations: The legal basis of using the personal information you give to us or which we get from other sources so that we can meet our legal obligations, for example carrying out anti-bribery, fraud, money laundering and sanctions checks, is that it is necessary for compliance with a legal obligation we are subject to under EU or Member State Law such as The Bribery Act 2010, The Anti-Money Laundering and Counter-Terrorism Financing Act 2006 and other legislation that we are bound by virtue of our corporate structure e.g. the Foreign Corrupt Practices Act of 1977.

## **3. HOW WE USE YOUR PERSONAL INFORMATION WHERE YOU ARRANGE TO VISIT ONE OF OUR SITES AND OUR LEGAL BASIS FOR THAT**

### **3.1. What personal information do we collect and how do we use it?**

As you will appreciate, as a manufacturer, our sites can be hazardous and ensuring the safety of our visitors is paramount. It is also important that we maintain our site security. If you arrange to visit our site we will therefore collect the following personal information from you including; your name, contact details, your job title, ID number, car registration (if you travel by car to the site). We will use this information to:

- arrange the site visit;
- approve any cost related to the visit;
- provide you with appropriate personal protective equipment; and
- ensure site safety.

### **3.2. What is our legal basis for using your personal information?**

Under data protection law we must have a legal basis to use your personal information. We have set this out below.

We collect and use the personal information that you give to us for a site visit on the legal basis that it is in our legitimate interests as a business to verify who is coming on site, provide for site security, ensure that our visitors are safe and have appropriate protective clothing and equipment. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We do not consider that these legitimate interests have a disproportionate effect on your rights because the use of this personal information is within your reasonable expectations in relation to what is required for a site visit in potentially hazardous areas and we do not use this information for any other purpose other than arranging your site visit.

## **4. HOW WE USE YOUR PERSONAL INFORMATION WHERE WE ARRANGE ON-SITE OR OFF-SITE TRAINING FOR YOU AND OUR LEGAL BASIS FOR THAT**

### **4.1. What personal information do we collect and how do we use it?**

Information you give us: If your organisation arranges for us to carry out training such as our Product Servicing Training we will collect information from you as our contact at your organisation or as a participant in the training. This will be your name, contact details, and job title. We will use this information to arrange, co-ordinate and deliver the training requested.

### **4.2. What is our legal basis for using your personal information?**

Under data protection law we must have a legal basis to use your personal information. We are collecting and using the personal information that you give to us on the legal basis that it is in our legitimate interests as a business to arrange and carry out the training that your organisation has requested. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We do not consider that this use has a disproportionate effect on your rights because the use of personal information is within your reasonable expectations when you arrange training and we do not use this information for any other purpose.

## **5. HOW WE USE YOUR PERSONAL INFORMATION TO MARKET TO YOU AND OUR LEGAL BASIS FOR THAT**

### **5.1. What personal information do we collect and how do we use it?**

Information you give us through our website: When you fill the newsletter sign up form on our website, we ask whether you would like to receive information about our latest offers and will ask for your e-mail address, first and last name, area of interest, telephone and country.

Information you give us when you (i) give us your contact details or request information at an event or meeting, email, telephone or social media channels (ii) request a quotation, (iii) ask for further information about our products and/or services or (iv) request a site visit: If you give us your contact details, request information at a trade show, convention or meeting or via email, telephone or social media channels, request a quotation, ask for further information about our products and/or services or request a site visit, we will respond to your request and may keep your details to provide you with marketing updates and inform you of any products which might be of interest. If you would like to stop receiving these updates please contact [marketing@loadhog.com](mailto:marketing@loadhog.com) or use the unsubscribe link at the end of any e-mail you receive from us.

Information you give us when you purchase products and/or services on behalf of your company: If your organisation purchases products and/or services, we will fulfil the order and we may keep your details to provide you with marketing updates and inform you of any

products which might be of interest. If you would like to stop receiving these updates please contact [marketing@loadhog.com](mailto:marketing@loadhog.com) or use the unsubscribe link at the end of any e-mail you receive from us.

## **5.2. What is our legal basis for using your personal information?**

Under data protection law we must have a legal basis to use your personal information. Where we use your personal information for marketing, we do this on the basis that it is in our legitimate interests to provide you with marketing communications. You have the right to change your mind about this at any time and can do so by contacting [marketing@Loadhog.com](mailto:marketing@Loadhog.com) or using the unsubscribe link at the end of any e-mail you receive from us.

## **6. WILL WE CHANGE THE WAY WE USE YOUR PERSONAL INFORMATION?**

We will only use your personal information for the purpose we have set out in this notice. We can only change the purpose we use it for without telling you where we need to use it for another reason and that reason is compatible with those set out in this notice. If we need to use your personal information for any other purpose, we will notify you and we will explain the legal basis which allows us to do so in a similar way to how we have done it in this notice.

## **7. DO WE USE YOUR PERSONAL INFORMATION TO MAKE AUTOMATED DECISIONS?**

You will not be subject to decisions that will have a significant impact on you based solely on automated decision making (i.e. one without human intervention).

## **8. HOW LONG WILL WE KEEP YOUR PERSONAL INFORMATION?**

We will not keep your personal information for longer than we need it for the purposes we have explained in this privacy notice. If you would like details of how long we keep your personal information for please contact our Data Protection Manager at [dataprotection@loadhog.com](mailto:dataprotection@loadhog.com). If a dispute arises between us, we will keep your personal information for the purposes of responding to and dealing with this dispute and this may mean that we keep your personal information for longer.

## **9. WHO WILL WE SHARE YOUR PERSONAL INFORMATION WITH?**

We will only share the personal information that you give us with the following third parties and for the following reasons:

- Our licensees or distributors: We may share your personal information with our distributors. We will only share your personal details with one of our distributors where we are unable to assist you. An example of this is where you enquire about one of our products we will pass your personal information to one of our distributors to enable them to assist with your enquiry. We consider the use of your personal information in this way is in our legitimate interests. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this is proportionate because we will only pass on the information you have given to us and we require our distributors to observe your rights in relation to data protection;
- Barclaycard Credit Card: If you choose to pay by credit card we will share your personal information with Barclaycard Credit Card payment. We do not store any of your personal information.-
- Dotmailer: We may share your personal information with Dotmailer who are a marketing automation platform. Dotmailer may access your personal information such as your e-mail address to the extent that they need to in order to provide their services. We consider it is in our legitimate interests to be able to use Dotmailer to assist with our e-mail marketing. We have

considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this is a proportionate use of your personal information because we only share the information that is necessary to enable our suppliers to provide their services and we have a contract with them which requires them to observe your rights in relation to data protection.

- With organisations for the purposes of carrying out credit reference agency checks: Where we carry out credit agency checks in relation to our customer organisations or prospective customers the results may reveal your personal information if you are an officer, director or owner in order to safeguard our finances and reputation. We share your personal information in these circumstances on the basis that it is in our legitimate interests as a business to ensure we are contracting with customers who can honour their contracts with us. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this use of personal information is proportionate because we will only pass the information to reputable organisations, we will only pass on the information you have given to us, and we have a contract with them which requires them to observe your rights in relation to data protection;
- With organisations for the purposes of carry out legal due diligence: We may share your personal information with organisations and agencies in order to carry out anti-bribery, anti-corruption and anti-money laundering checks and to prevent fraud. We share your personal information in these circumstances on the basis that it is necessary for compliance with a legal obligation under EU or Member State Law such as The Bribery Act 2010, The Anti-Money Laundering and Counter-Terrorism Financing Act 2006 and other legislation that we are bound by virtue of our corporate structure e.g. the Foreign Corrupt Practices Act of 1977.
- With delivery companies if you have ordered products from us: We will share your personal information with delivery companies to the extent necessary to deliver any products ordered and to enable them to contact you in relation to the delivery. We share your personal information in these circumstances on the basis that it is in our legitimate interests as a business to be able to use a reputable third party to deliver products. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider this use is proportionate because it is within your reasonable expectations for us to be able to arrange for delivery of products your organisation has ordered, we will only pass on the necessary information to allow the haulier organisation to carry out the delivery and we have a contract with our haulier organisations which requires them to observe your rights in relation to data protection.
- With companies who provide or support for our IT systems (including our CRM system, our [applications] and systems relating to event bookings and marketing) and website: We use reputable third parties to provide us with our IT systems, [applications] and website and support for them, as well as to facilitate best practice visits to our client's sites. They may access your personal information to the extent that they need to in order to provide their services. We consider it is in our legitimate interests to be able to use reputable third party providers to provide these services. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this is a proportionate use of your personal information because we only share the information that is necessary to enable our suppliers to provide their services and we have a contract with them which requires them to observe your rights in relation to data protection;
- With a company that we merge with or transfer our business assets to: In the event that we sell all or part of our business, or merge with another company, we may transfer personal information that we have collected as described in this notice, along with our other business assets, to the company that we are selling to or merging with. We do this on the basis of our

legitimate interests in being able to merge or sell our business. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this is a proportionate use of your personal information because we would only share what was necessary in order to allow the other entity to consider entering into the transaction and we would enter into a contract with them which required them to observe your rights in relation to data protection;

- With entities, companies or individuals outside our group for legal reasons: We will share your personal information with entities, companies or individuals outside our group where this is necessary to: comply with any law, rule, regulation, legal procedure or governmental request that is applicable to us. The legal basis for this is that sharing your personal information in this way is necessary in order for us to comply with our legal obligations.
- With entities, companies or individuals outside our group to obtain advice: We also share your personal information with external professional advisors such as lawyers or accountants in order to take advice or enforce the terms of our agreements. The legal basis for this is that it is in our legitimate interests as a business to be able to obtain professional advice from our external advisors about issues that may arise within our business such as how to enforce our contracts with our vendors. We have considered our legitimate interests carefully and have balanced our legitimate interests against your rights under data protection law. We consider that this is a proportionate use of your personal information because it is in your reasonable expectations that we would need to share your personal information with our professional advisors, we would only share what was necessary in order to allow our advisors to advise us, enforce our contracts and for the purposes of legal proceedings and we enter into contracts with our advisors which required them to observe your rights in relation to data protection.

## **10. WILL WE TRANSFER YOUR PERSONAL INFORMATION OUTSIDE THE EEA?**

We will store your personal information in the United Kingdom or in countries within the European Economic Area (“EEA”). We will only transfer your personal information outside the EEA as follows:

- We may share your data with our licensees or distributors who are based outside of the EEA.

The countries (outside the EEA) that your personal information may be transferred to or accessed in include India, US, Australia, GCC, Turkey and South Korea.

We only transfer your personal information outside the EEA where we have a legal basis for doing so and where we require that your personal information is protected to the same standard as it would be protected in the EU. We do this by entering into data sharing agreements with the recipients of your personal information based outside the EEA which comply with the EU Commission’s standard clauses for the transfer of personal information.

If you would like further details about our transfer of your personal information outside the EEA please contact your Data Protection Manager at [dataprotection@loadhog.com](mailto:dataprotection@loadhog.com).

## **11. HOW DO WE ENSURE THAT YOUR PERSONAL INFORMATION IS SECURE?**

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

We have put in place procedures to deal with any suspected data security breach and will notify you

and any applicable regulator of a suspected breach where we are legally required to do so.

## **12. WHAT RIGHTS DO YOU HAVE OVER YOUR PERSONAL INFORMATION?**

You have the right to make a complaint at any time to the data protection regulator. We would, however, appreciate the chance to deal with your concerns before you approach the regulator and so, if you are happy to do so, please contact our Data Protection Office at [dataprotection@loadhog.com](mailto:dataprotection@loadhog.com) in the first instance and we will try to resolve your issues.

You also have a number of additional rights over your personal information, which are:

- the right to ask us what personal information we have about you and to have a copy of your personal information from us;
- the right to ask us to correct any errors in your personal information;
- the right to ask us to review and explain our legitimate interests to you;
- the right to ask us to delete your personal information where: (i) we don't need your personal information anymore; (ii) you withdraw your consent to our use of your personal information and we have no other legal basis to keep your personal information; (iii) you have asked us to review and explain our legitimate interests to you and we don't actually have a valid legitimate interest to do what we are doing; (iv) our use of your personal information is illegal; (v) we have to delete your personal information to comply with our legal obligations;
- the right to object to processing in certain circumstances as well as the right to data portability;
- the right to ask us to transfer your personal information in certain circumstances;
- the right to ask us to restrict the use that we are making of your personal information where: (i) you don't think the personal information we have about you is correct, so that we can check if it is correct; (ii) what we are doing with your personal information is illegal but you would rather we stop using your personal information rather than delete it; (iii) we don't need your personal information anymore, but you need us to keep it so that you can exercise any legal rights; and (iv) you have asked us to review and explain our legitimate interests to you, so that we can check whether we actually have a valid legitimate interest to do what we are doing; and
- If you want to exercise the rights set out above please contact our Data Protection Manager (see above for contact details).

## **13. HOW WE'LL TELL YOU ABOUT CHANGES TO THIS PRIVACY NOTICE**

We keep our privacy notice under regular review. Any changes we make to our privacy notice in the future will be posted on this page and if the changes will have an effect on you or the way we use your personal information we will bring them to your attention by email where appropriate (e.g. if we have your email address as a contact at one of our customers).

## **14. HOW YOU CAN CONTACT US**

If you have any questions about this privacy notice or about the ways we use your personal information, please contact your Data Protection Manager at [dataprotection@loadhog.com](mailto:dataprotection@loadhog.com).