

## Electrify Ventures Ltd & Electrify Pyrotechnics Ltd – Business Privacy Policy

This privacy policy sets out how Electrify Ventures Ltd & Electrify Pyrotechnics Ltd uses and protects any information that you give to us when you use our website, or any other interaction with us, either directly or indirectly.

Electrify Ventures Ltd & Electrify Pyrotechnics Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when interacting with us, or using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Electrify Ventures Ltd & Electrify Pyrotechnics Ltd may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1st January 2017.

### **What we collect**

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an

individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Social Media & Sharing**

We collect your public profile data only from your consent that you grant before initiating Social Login, from the social network used to login at our website. This data includes your first name, last name, email address, link to your social media profile, unique identifier, link to social profile avatar. This data is used to create your user profile at our website. You can revoke this consent at any time by sending us an email.

We may embed a Facebook widget to allow you to see number of likes/shares/recommends and “like/share/recommend” our webpages. This widget may collect your IP address, your web browser User Agent, store and retrieve cookies on your browser, embed additional tracking, and monitor your interaction with the widget, including correlating your Facebook account with whatever action you take within the widget (such as “liking/sharing/recommending” our webpage), if you are logged in to Facebook. For more information about how this data may be used, please see Facebook’s data privacy policy: <https://www.facebook.com/about/privacy/update>

We may use a Twitter Tweet widget at our website. As a result, our website makes requests to Twitter’s servers for you to be able to tweet our webpages using your Twitter account. These requests make your IP address visible to Twitter, who may use it in accordance with their data privacy policy: <https://twitter.com/en/privacy#update>

We may use a GooglePlus widget at our website. As a result, our website makes requests to Google’s servers for you to be able to share our webpages using your GooglePlus account.

These requests make your IP address visible to Google, who may use it in accordance with their data privacy policy: <https://policies.google.com/privacy>

We may use a LinkedIn Share widget at our website to allow you to share our webpages on LinkedIn. These requests may track your IP address in accordance with their data privacy policy: <https://www.linkedin.com/legal/privacy-policy>

We may use Pinterest Save widget at our website to allow you to pin images to Pinterest from our webpages. These requests may track your IP address in accordance with their data privacy policy: <https://policy.pinterest.com/en/privacy-policy>

We may use Buffer widget at our website to allow you to add our webpages to your Buffer account, which collects log data from your browser. This Log Data may include information such as your IP address, browser type or the domain at which you are interacting with the widget, in accordance with their privacy policy: <https://buffer.com/privacy>

We may use Xing Share widget at our website to allow you to share our webpages on Xing and this let Xing collate data about you automatically by means of tracking, in accordance with their privacy policy: <https://privacy.xing.com/en/privacy-policy>

We may use Reddit Badge widget at our website which may log information when you interact with the widget. This may include your IP address, user-agent string, browser type, operating system, referral URLs, device information (e.g., device IDs), pages visited, links clicked, user interactions (e.g., voting data), the requested URL and hardware settings, in accordance with their privacy policy: <https://www.redditinc.com/policies/privacy-policy>

We may use StumbleUpon Badge widget at our website which may log information when you interact with the widget. Log Data is a form of Non-Identifying Information, in accordance with their privacy policy: <http://www.stumbleupon.com/privacy>

## **Payment Information**

When you purchase products or services from Electrify Pyrotechnics Ltd & Electrify Ventures Ltd, we request your billing information so we can fulfill your request. We use your billing information only to send you the items you ordered. Payment information is never retained following this transaction.

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, we will ask you if you are happy for us to use your information for marketing purposes. If you would like to opt in to marketing then please tick this box, otherwise we will not contact you for marketing purposes.
- Where we ask for your permission to send marketing material to you, we will also ask you by which methods you prefer. This may be, but not limited to, Email, SMS, phone or post.

- If you did not explicitly agree to be sent marketing information prior to 25<sup>th</sup> May 2018 we may contact you again to ask you if you would like to opt in. If you do not explicitly agree to opt in to receive marketing content from Electrify Ventures Ltd & Electrify Pyrotechnics Ltd then we will cease sending this material to you from no later than 25<sup>th</sup> May 2018.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [info@electrifygroup.co.uk](mailto:info@electrifygroup.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you explicitly tell us that you wish this to happen.

You may request details of personal information which we hold about you under the new GDPR General Data Protection Regulation (GDPR) (EU) 2016/679. You may also ask for this data to be amended, updated or deleted if you believe that it is incorrect, or there is no requirement for Electrify Pyrotechnics Ltd or Electrify Ventures Ltd to store it. If you would like a copy of the information held on you please write to Electrify Group, 5A Clarke Drive, Sawley, Long Eaton, Nottinghamshire, NG10 3FS or email us at [info@electrifygroup.co.uk](mailto:info@electrifygroup.co.uk).

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Data and Personal Data held by Electrify Pyrotechnics Ltd and Electrify Ventures Ltd will be for the purposes of marketing (where an individual has given express permission for this), or for the purposes of record keeping for future and past business where we are required wither by law, audit, regulatory or financial record keeping purposes. We do not keep personal data for any longer than is required to meet those requirements, after such time data will be securely deleted. You may request a copy of our data retention policy by writing to Electrify Group, 5A Clarke Drive, Sawley, Long Eaton, Nottinghamshire, NG10 3FS or email us at [info@electrifygroup.co.uk](mailto:info@electrifygroup.co.uk).

Electrify Ventures Ltd & Electrify Pyrotechnics Ltd adhere to the General Data Protection Regulation (GDPR) (EU) 2016/679 and therefore all elements of this regulation apply to the way we collect, process and store your personal data.