

# Privacy & Cookie Policy

## COOKIES & PRIVACY POLICY

This privacy policy sets out how Croft Filters Ltd & Croft Additive Manufacturing Ltd uses and protects any information that you give Croft Filters Ltd & Croft Additive Manufacturing Ltd when you use this website. By visiting this website you are accepting and consenting to the practices described in this policy. Croft Filters Ltd & Croft Additive Manufacturing 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 using this website, and then you can be assured that it will only be used in accordance with this privacy statement. Croft Filters Ltd & Croft Additive Manufacturing Ltd may change this policy from time to time by updating this page. Please note that by continuing to use this website you are agreeing to any updated versions.

## WHAT WE COLLECT

We may collect and process the following data about you: Information you give us: You may give us information about you by filling in forms on our website or by corresponding with us by phone, email or otherwise. The information you give us may include your name and job title; contact information including email address and telephone number; demographic information such as postcode, preferences and interests; other information. Information we collect about you: With regard to each of your visits to our website we may automatically collect the following information: technical information including the internet protocol (IP) address used to connect your computer to the internet, your login information, browser type and version, operating system and platform; information about your visit including the uniform resource locators (URL), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs) and methods used to browse away from the page.

## WHAT WE DO WITH THE INFORMATION WE GATHER

We gather 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.

## **LEGITIMATE INTEREST**

By visiting the website, by emailing or by calling Croft Filters Ltd or Croft Additive Manufacturing Limited we come to the conclusion that you have a legitimate interest in a product or service. We therefore reserve the right to adopt a Soft-Opt in approach allowing us to directly contact your company to inform you of our products or services that may benefit your company. This will be done selectively using the least intrusive and most effective manner. You have every right to opt out of our direct marketing by way of email or verbally. If this is done your information will be suppressed from marketing lists as soon as possible and transferred to a strict opted out list to record the opt out and to ensure that you do not receive any further marketing material. All marketing lists are stored on a secure database and can only be accessed by those who require the information for their job roles. You have the right at any time to request the file and data that we have regarding your company.

## **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.

## **DISCLOSURE OF YOUR INFORMATION**

We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries. We may share your information with selected third parties including: Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you; Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others; Analytics and search engine providers that assist us in the improvement and optimisation of our website.

## **HOW WE USE COOKIES**

We use cookies to store and collect information regarding your use of our website. Cookies are small pieces of information stored by the browser on your computers hard drive. They send the information stored on them back to our web server when you access our website. These cookies enable us to load the site in such a way as to reflect your personal preferences (based on your previous browsing on our website as well as keywords we may be able to gather from the URLs of webpages from which you accessed our website, your IP address and any search engine used to reach our website). We use these cookies to improve your experience on our website and recommend content that may be of interest to you. By continuing to browse the website, you are agreeing to our use of cookies We use: Targeting 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. Analytical/performance cookies allow us to recognise and count the number of visitors and to see how visitors move around the website when they are using it. This helps to improve the way the website works, for example, by ensuring that users are finding what they are looking for easily. Functionality cookies to recognise users when they return to our website. This enables us to personalise our content to the user. We only use this information for statistical analysis purposes and then the data is removed from the system. Third party cookies may also be set on our website. Cookies are used by (although there may be others) Facebook, Twitter, YouTube and LinkedIn to store visitor information through the use of those social media buttons on our website. 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 EXTERNAL 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 and you may be sent cookies from these websites. If you follow a link to any of these websites, please note that these websites have their own privacy and cookie policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **CONTROLLING YOUR PERSONAL INFORMATION**

You may choose to restrict the collection or use of your personal information in the following ways: 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 [sales@filters.co.uk](mailto:sales@filters.co.uk) and quoting the email subject heading Croft Filters Ltd & Croft Additive Manufacturing Ltd Personal Information Notification. 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 tell us that you wish this to happen. You may request details of personal information which we hold about you. If you would like a copy of the information held on you please write to us at 2 Beech Court, Taylor Business Park, Risley, Warrington, Cheshire, WA3 6BL.. 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. This policy was last updated on 17/11/2021