

MARKSTONE GRANITE

PRIVACY POLICY

Last Updated 23/05/2018

MARKSTONE GRANITE ("We") are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting www.markstonegranite.co.uk you are accepting and consenting to the practices described in this policy.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by corresponding with us by phone, e-mail, by filling in forms on our site (www.markstonegranite.co.uk) or otherwise. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information.
- **Information we collect about you.** With regard to each of your visits to our site we may automatically collect the following information:
 - Telephone Measurement. We may, in some instances, use measurement numbers on our Site. This is solely to understand the performance of the Site. This data is only recorded when you voluntarily choose to call the telephone number listed on our Site. The data that we record is the time, date, duration of the phone call and the telephone number that called our business. The actual phone call conversation is not recorded. The data recorded is logged within a password protected area that also includes an SSL Certificate (Secure Sockets Layer).
 - Information our Site collects automatically such as Log Data and Google Analytics. Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). We use third-party services such as Google Analytics and AW Stats, to collect standard internet log information and details of visitor behaviour patterns. This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics. Other than the above, at this time, we do not attempt to identify visitors to our Site or contact them using this data. We have no plans to do so in the foreseeable future. You will be kept informed of any change to this situation.

COOKIES

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
 - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
 - to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;

- to provide you, with information about goods or services we feel may interest you. If you are an existing customer, we will contact you by electronic means or by phone with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you do not want us to use your data in this way, please inform us in writing by email to enquire@markstonegranite.co.uk or by writing to us at Markstone Granite, Lifton Devon PL16 0HD.
- to notify you about changes to our service;
- to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
 - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
 - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
 - to allow you to participate in interactive features of our service, when you choose to do so;
 - as part of our efforts to keep our site safe and secure;
 - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
 - to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

DISCLOSURE OF YOUR INFORMATION

We may share your information with selected third parties including:

- Suppliers and sub-contractors for the performance of any contract we enter into with [them or] you.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.

User and Event Data Retention within Google Analytics Google Analytics will retain data for a given timescale before automatically deleting it. These timescales can vary between 14 months, 26 months, 38 months, 50 months or can be set to never automatically expire. The data retention period is automatically set as 26 months, unless otherwise specified. When data reaches the end of the retention period specified, it is deleted automatically on a monthly basis. We may or may not set retention periods so that they can be reset on new activity. This means that the data retention period would be reset from the date of re-entry as a User to the Site. If you, as the User, do not initiate a new session before the retention period expires, then your data will be deleted.

Site Visitor Recording via Hotjar We may, in some instances, use Hotjar in order to better understand our Users' needs and to optimise this service and experience. Hotjar is a technology service that helps us better understand our Users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by visiting their website <https://www.hotjar.com/> You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this opt-out link.

- Credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If MARKSTONE GRANITE or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions of supply and other agreements; or to protect the rights, property, or safety of MARKSTONE GRANITE, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- We use third party Data Processors such as Sage, Vector 7 and Facebook. We have ensured these companies have their own GDPR compliant policies. If you would like to see who we use, please contact us at enquire@markstonegranite.co.uk and we will send you a copy of our list.

SECURITY

The security of your Personal Information is important to us, but remember no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security, any transmission is at your own risk. Our website is protected using an SSL Certificate (Secure Sockets Layer). This is the standard security technology that establishes an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.

YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent us doing this at any time by contacting us at enquire@markstonegranite.co.uk

Our site may, from time to time, contain links to other websites of interest, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy 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.

ACCESS TO INFORMATION

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

This Privacy Policy is effective as of 23/05/2018 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to MARKSTONE GRANITE, LIFTON, DEVON PL16 0HD or by email to enquire@markstonegranite.co.uk