Ayton & McKeown Ltd are committed to protecting the security and confidentiality of all personal data which we hold.

This policy sets out how we seek to protect personal data and ensure that our staff understand the rules governing their use of the personal data to which they have access to in the course of their work.

If you have any questions, comments or concerns about any aspect of this policy or how Ayton & McKeown Ltd handles your information please email accounts@ayton-mckeown.com.

**1. The information we collect**

We will only ask for or collect the personal information we need to provide and improve the service, products and experiences our customers expect.

You may share with us: your name, job title, address, email address, telephone number, fax number and payment information.

**2. Who is collecting it**

Ayton & McKeown Ltd (Company Number: 5601169) is the data controller for the personal data. A data controller determines the purposes and means of processing personal data.

Our registered address is 21 John Bends Way, Parson Drove, Cambridgeshire, PE13 4PS.

**3. How is it collected**

Personal data is collected in one or more of the following ways:

* When you call us or send a fax
* When you send us an email
* When you register for an account, which includes a credit check by a third-party
* When you share your contact details with us at an exhibition or event
* When you accept cookies on our website

**4. Why is it being collected?**

The primary legal basis for processing your personal data is contractual, to allow us to carry out the business transactions agreed between you and Ayton & McKeown Ltd.

**5. How we use it**

Our main reason for collecting and using your personal information is to provide and improve the service, products and experiences that you expect from us. We use the information you share with us in the following ways:

* To respond to queries and requests
* To communicate with you
* To provide services and support for our products
* To allow us to improve your experience through customer satisfaction surveys

**6. Who it is shared with**

Most importantly, we never sell your personal information to anyone and only share it as outlined in this Privacy policy or when you ask us to.

We share your personal information with certain third parties who provide services on our behalf. They only have access to the personal information they need to perform those services. They are required to keep your personal information confidential and may not use it other than as we ask them to and always in accordance with this Privacy policy.

The third parties who provide services on our behalf fall into the following categories:

* Our suppliers, who help us to sell our products e.g. joint site visits and training requested by customers
* Third-party delivery services
* We will also share your personal information if we are required to do so by law.

**7. How long is it kept**

We are required by law to keep your basic details for a minimum of 6 years, after which all will be securely destroyed, either by deletion from our systems or shredding of paper copies.

**8. Links to third party websites**

We may provide links to other websites which are not operated and controlled by Ayton & McKeown Ltd.

We have no control over and are not responsible for the content of those sites or how the third parties responsible for them collect and use your personal information. We do not endorse or make any representations about third party websites.

Third party websites may have their own privacy policies explaining how they use and share your personal information. You should carefully review those privacy policies before you use these websites to make sure that you are happy with how your personal information is being collected and shared.

**9. How your personal data is protected**

We are committed to protecting your personal information. We use appropriate technical and organisational measures, including encryption, to protect your personal information and privacy, and review those regularly.

We protect your personal information using a combination of physical and IT security controls, including access controls that restrict and manage the way in which your personal information and data is processed, managed and handled.

We also ensure that our staff are adequately trained in protecting your personal information.

**10. Rectifying Incomplete or Incorrect Personal Data**

If you would like to change the information we hold about you this can be done by:

* Contacting us in writing. Proof of identity may be requested.

**11. Your rights**

You have the right to access, update and amend personal information that we hold about you. You can also:

* Object to our use of your personal information for certain purposes
* Ask us to limit or restrict our use of your personal information
* Ask us to remove or delete personal information about you

If you would like to exercise any of your rights in relation to your personal information, please email accounts@ayton-mckeown.com

If you are not satisfied with our response to your request, you also have the right to refer the matter to the Information Commissioner in the UK at www.ico.org.uk

**12. Changes to this Privacy Policy**

This privacy policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our customers or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes.