



## WEB PAGE PRIVACY NOTICE

The Prime Atlantic Group (**comprising Prime Atlantic Group Ltd, Factotum Eng. Services Ltd, Bedford Electrical Ltd & Gopherz Ltd**) are committed to protecting and respecting your privacy.

This 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.

This Privacy Policy provides an explanation as to what happens to any personal data that you provide to us, or that we collect from you.

When we use your personal data, we are regulated under the General Data Protection Regulation (“GDPR”) and we are responsible as “controller” of that personal data for the purposes of the GDPR.

## HOW WE COLLECT YOUR PERSONAL INFORMATION

The circumstances in which we may collect personal data about you include:

- When you respond with us by Post, Telephone or Email
- When you submit an enquiry on our website
- When you request services from us
- We may ask you to complete surveys for research purposes. There is no obligation on your part to complete these.
- When you subscribe to marketing materials or when you apply for a job with any of the Prime Atlantic Group companies.

## OTHER INFORMATION WE MAY COLLECT

In operating our website, we collect and process details of your visits to our website and the resources that you access including, but not limited to, traffic data, location data, weblogs, and other communication data.

## PERSONAL INFORMATION WE RECEIVE FROM PUBLICLY AVAILABLE SOURCES

From time to time, we may acquire Data from public sources such as Companies House, search engines or third-party websites.



## MARKETING AND BUSINESS COMMUNICATIONS

We may use your personal data to send you news updates (by email, telephone, or post) and information about our services that might be of interest to you. We use your contact details for our internal purposes only.

We have a legitimate interest in processing your personal data for marketing and business communications. This means we do not usually need your consent to send you such material. However, where consent is needed, we will ask for this separately.

### YOUR RIGHT TO `OPT OUT`

You have the right to opt out of receiving marketing and business communications at any time, or to update your marketing preferences by using the `unsubscribe` link in emails.

### USE OF YOUR INFORMATION

The information that we collect and store relating to you is primarily used to enable us to provide our services to you.

In addition, we may use the information for the following purposes:

- To provide you with information requested from us, relating to products or services
- To provide information on other products or services which we feel may be of interest to you
- To carry out our obligations arising from any contracts entered between you and any of the Prime Atlantic Group of companies.
- To notify you of any changes to our website, such as improvements or service/product changes that may affect our service and:
- If you are an existing customer, we may contract you with information about goods/services similar to those which were the subject of a previous sale/service to you.

### THIRD PARTIES

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company, and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

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 The Prime Atlantic Group or any of its group subsidiaries 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 of use or terms and conditions of supply and other agreements; or to protect the rights, property, or safety of The Prime Atlantic Group, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **CLOUD STORAGE PROVIDERS**

We use cloud computing platforms that securely store all our data, including customer details.

## **EMAIL SERVICE PROVIDERS**

In order to send you marketing emails, we share your details with our email service providers

## **ANALYTIC TOOLS**

We use Google Analytics, a web analytics service provided by Google Inc. Google Analytics uses “cookies” to compile visitor statistics such as how many people have visited our website, what type of technology they are using (e.g., Mac or Windows) which helps to identify when our site isn't working as it should for specific technologies), how long they spend on the site, what page they look at etc. This helps us to continuously improve our website.

All computers can decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that, should you choose to decline cookies, you may be unable to access certain parts of our website.

## **THIRD PARTY LINKS**

You may find links to third party websites on our website. These websites should have their own privacy policies which you should check. We do not accept responsibility or liability for their policies.

## **CHANGES TO YOUR PERSONAL INFORMATION**

It is important that the personal information we hold about you is accurate and up to date. Please keep us informed of any of your personal information changes.

## **HOW LONG WE HOLD YOUR PERSONAL INFORMATION**

We will only retain your personal information for as long as necessary to fulfil the purposes for which we collected it, including the purpose of any legal, accounting or reporting requirements.

## **MAKING A COMPLAINT**

GDPR gives you the right to make a complaint to the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or by telephone on 0303 123 1113.

## CONTACTING US

If you have any questions about this privacy notice or the information we hold about you, please write to us at the address below:

FAO – The Data Protection Officer  
The Prime Atlantic Group  
17 Railton Road, Woburn Road Industrial Estate  
Kempston, Bedfordshire  
MK42 7PN

We do update this Policy from time to time so please do review this policy on a regular basis.



Ian Russell  
Director PAG