
A.R.M. Machinery Ltd - Privacy Policy

A.R.M. Machinery Ltd. is committed to protecting and respecting your privacy. This Privacy Policy explains how we use any personal data we collect from you, or that you provide to us. This information may include but is not limited to your name, address, email, and contact numbers.

How We Collect Your Personal Data

- Information you give us by filling in a contact form on our website
- Information you give us directly by telephone, email or otherwise
- Information collected by the server such as your IP address, the date and time of your visit, the pages you visited and the browser you are using etc.

Why We Need Your Personal Data and How We Use It

We collect and store information about you on the lawful basis of contract for the following reasons:

- To provide you with a quote or for further information regarding our services
- To fulfil our contractual obligations to you
- For administrative purposes
- To advise you of any updates or changes to your account that may affect you
- We may use information for management and auditing of our business operation including accounting

We will not supply your data to any third parties unless we are legally obliged to do so.

How Long Do We Keep Your Personal Data?

We will retain your personal information based on the following criteria:

- As reasonable business need exists, such as managing our relationship with you
- We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for

What Are Your Individual Rights?

As an individual you have:

- 1) **The right to be informed** about the data processing of your personal information
- 2) **The right of access** to the personal information we hold about you
- 3) **The right to rectification** if the personal data we hold about you is inaccurate or incomplete
- 4) **The right to erasure** should you want your personal data to be erased and "forgotten"
- 5) **The right to restrict** processing of your personal information
- 6) **The right to data portability** to move, copy or transfer your personal information
- 7) **The right to object**; and **the right not to be subject** to automated decision-making including profiling

Any personal data that we hold will be stored on our secure servers, and treated as completely confidential. To prevent unauthorised access to your data we follow the appropriate security procedures in the storage, deletion and disclosure of personal information. To access the personal information we hold about you, please make your request in writing. In order to comply with your request, we may ask you to verify your identity.

Contact Address:

A.R.M. Machinery Ltd
Butterfield House
Thwaites Lane
Keighley
BD21 4LJ

Email:

jackie@armmachinery.co.uk

We reserve the right to add to or change the terms of this Privacy Policy at our discretion, without prior notice to you. If we change this Privacy Policy it will be updated on the website and it will become immediately effective. Please review the Privacy Policy periodically so that you understand the latest version of what we do and how we process your personal data.