

Privacy policy

The Reedbut Group respects your right to privacy. This Privacy Notice describes how we collect, share and use personal information about you, or that you provide to us, will be processed by the Reedbut Group.

When you visit this website, you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (Act), the data controller is the Reedbut Group Ltd, a company registered in England and Wales under company number 6183338, with its registered office at LFM, The Stables, 23b Lenten Street, Alton, Hampshire, GU34 1HG.

Our nominated representative for the purpose of the Act is Ivana Tolfree .

What data do we collect?

Information you give us.

From time to time you will be asked to submit your personal information online via a form in order to receive, interact or */benefit from services on our websites. For example, registering for an event, completion of a pop-up data request digital form, downloading information, requesting a quote, making an enquiry or updating your preferences. You may also provide your personal information offline, in order for us to service you with quotations, make telephone contact and occasionally email you with value-added content and promotional material which may be of interest to you and your business. By providing your personal information, you enable the Reedbut Group to provide you with the services you require, and to make contact with you under Legitimate Interest to gain necessary permissions to communicate with you. The Reedbut Group are committed to ensuring that the information we collect and use is appropriate for this purpose, and will process (collect, store and use) the information you provide in a manner compatible with the governing data protection laws. The Reedbut Group will endeavour to keep your information accurate and up to date, and not retain for longer than is necessary.

Information we collect from you. When you visit our websites, we collect certain information automatically from your device and IP address. In some countries, including countries in the European Economic Area, some of this information may be considered personal information under applicable data protection laws.

Our website uses Google Analytics to collect information about how visitors use our website. Specifically, the information we collect automatically may include information like your IP address, device type, browser-type, broad geographic location (e.g. country or city-level location) and other technical information. We may also collect information about how your device has interacted with our website, including the pages accessed and links clicked.

Collecting this information enables us to better understand the visitors who come to our Website, where they come from, and what content on our Website is of interest to them. We use this information to improve the quality and relevance of the digital services that we provide. All data is anonymised at the point of collection.

Some of this information may be collected using cookies and similar tracking technology. We use Lead Forensics to track usage and collect IP addresses. By using our website, you accept that this collection of data is consensual. We will never share or sell this data with any third party and will only contact you under legitimate interest. You are able to unsubscribe from any communication by contacting sales@reedbut.com, stating your name and email address.

Information we receive from other sources.

This is information that we receive about you if you use any of the other websites we operate. In this case we will have informed you when we collected that data if we intend to share those data internally. We will also have told you for what purpose we will share your data.

This also includes information that we receive from third parties, such as business partners, sub-contractors in technical services, advertising networks, analytics providers, and search information providers and so on. We will notify you when we receive information about you from them and the purposes for which we intend to use that information.

Social Media platforms

We operate social media platforms. These platforms are, in most cases, operated outside of the EU and do not comply with current Data Privacy Act and subsequent GDPR provision although they may well conform to the U.S Privacy Shield protocol.

It is our process and protocol that any personally identifiable data gathered on these platforms is only in response to users interacting out of their own preference with our marketing pages. The contact is deemed as a legitimate

business enquiry. The personal contact data is removed from the site once the enquiry is processed or the user has requested so.

Legal Basis for Processing Your Personal Data

If you are a visitor from the European Economic Area, our legal basis for collecting and using the personal information described above will depend on the personal information concerned and the specific context in which we collect it.

We will normally collect personal information from you only where we have your consent to do so, where we need the personal information to perform a contract with you, or where the processing is in our legitimate interests to promote the testing, consulting, information, and compliance services and/or products offered by the Reedbut Group.

We may have other legitimate interests and if appropriate, we will make it clear to you at the relevant time what those legitimate interests are. Where we do process your information in reliance on our legitimate interests, we will consider any consequences or impact it may have on you and will not rely on legitimate interests grounds if we think that our interests are outweighed by any negative impact the activities may have on you.

In some cases, we may also have a legal obligation to collect personal information from you or may otherwise need the personal information to protect your vital interests or those of another person.

Consent

Through agreeing to this privacy notice you are consenting to the Reedbut Group processing your personal data for the purposes outlined. You can withdraw consent at any time by emailing us at ivana.tolfree@reedbut.com

Will the Reedbut Group share my data?

The Reedbut Group may share your information with:

- The Reedbut Group may also transfer your personal information to a third party exclusively to process work on its behalf. The Reedbut Group requires these parties to agree to process this information based on our instructions and requirements consistent with this Privacy Notice and the governing Data Protection Law.
- The Reedbut Group does not broker information gained through an engagement without your consent. However, the Reedbut Group may

disclose personal information to meet legal obligations, regulations or valid governmental request.

- The Reedbut Group may also enforce its terms and conditions, including investigating potential violations of its terms and conditions to detect, prevent, or mitigate fraud or security or technical issues; or to protect against imminent harm to the rights, property or safety of the Reedbut Group, its clients and or the wider community.

How will the Reedbut Group protect my data and keep it secure?

The Reedbut Group follows strict procedures to ensure that your personal and financial information remain secure. To prevent unauthorised access or disclosure of your information, we have put in place stringent security and best practice processes to ensure that your information is protected online.

How long will the Reedbut Group keep my data for?

The Reedbut Group retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax or accounting requirements).

The Reedbut Group will only retain your personal information for as long as necessary to fulfil the purposes for which we collected it and in accordance with the time periods found in our Data Retention Policy. You can request a copy of the Data Retention Policy by emailing us at ivana.tolfree@reedbut.com

Your Legal Data Protection Rights

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

If you wish to correct or update of your personal information, you can do so at any time by contacting us ivana.tolfree@reedbut.com

You have the right to request that we delete all information that we hold about you, and the right to request a copy of the data we hold on you via a formal Subject Access Request. You can do so at any time by contacting us at ivana.tolfree@reedbut.com.

If you are a resident within the EEA, you can object to processing of your personal information, ask us to restrict processing of your personal information

or request portability of your personal information. You can exercise these rights by contacting us at ivana.tolfree@reedbut.com

You have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), then please contact us at ivana.tolfree@reedbut.com

If we collect and process your personal information with your consent then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

All of the above requests will be forwarded on should there be a third party involved in the processing of your personal data. In the event that the Reedbut Group refuses your request under rights of access, we will provide you with a reason as to why, which you have a right to legally challenge.

Complaints

In the event that you wish to make a complaint about how your personal data is being processed by the Reedbut Group (or third parties as described above), or how your complaint has been handled, you can contact us at ivana.tolfree@reedbut.com or at the postal addresses listed below. If you do not get a response within 30 days, you are entitled to complain direct to the United Kingdom’s Supervisory Authority, The Information Commissioner’s Office (ICO).

Written requests to the Data Protection Representative may be sent to:

Reedbut Central

North House 3, Bond Avenue,
Bletchley, Milton Keynes, Bucks, MK1 1JJ

The Information Commissioner’s Office (ICO)

Wycliffe House
Water Lane
Wilmslow SK9 5AF

Telephone: +44 (0) 303 123 1113

The Reedbut Group will respond to all requests we receive from individuals

wishing to exercise their data protection rights in accordance with applicable data protection laws.

Last Updated November 2021

Terms & Conditions for Promotional Activity

1. Promotions may not be used in conjunction with any other offer i.e. you cannot use more than one at any given time, in spite of where they have come from e.g. our website, posts and adverts on LinkedIn, Twitter, Facebook, all social media channels, e-shots, Newsletters
2. All discounts will be calculated pre VAT, valid for one transaction only and, available only to first time orders from the Reedbut Group.
3. You cannot exchange any offer or physical promotion for cash
4. We may ask you occasionally to confirm your identity to fulfil the offer. This is purely for audit and research purposes. We will not contact you unless you have given us permission to do so
5. The Reedbut Group accepts no responsibility for any incurred costs associated with the Tea Break and 10% discount
6. You will be notified by email (using the details provided at entry) about the code for your discount
7. The Reedbut Group does not accept any responsibility if you are not able to take up the promotions
8. The Reedbut Group retains the right to substitute the promotional rewards with another prize of similar value in the event the original promotion is not available
9. Insofar as is permitted by law, The Reedbut Group shall not in any circumstances be responsible for any damage, loss, liabilities, injury or disappointment incurred or suffered by you as a result of subscribing to and/or accepting the promotion

The Reedbut Group further disclaims liability for any injury or damage to your or any other person's property relating to or resulting from

participation in the promotion. Nothing in these Terms and Conditions shall exclude the liability of The Reedbut Group for death, personal injury, fraud or fraudulent misrepresentation as a result of its negligence.

10. The Reedbut Group reserves the right at any time and from time to time to modify or discontinue, temporarily or permanently, this promotion with or without prior notice due to reasons outside its control (including, without limitation, in the case of anticipated, suspected or actual fraud). The decision of The Reedbut Group in all matters under its control is final and binding and no correspondence will be entered into.

11. The Reedbut Group shall not be liable for any failure to comply with its obligations where the failure is caused by something outside its reasonable control. Such circumstances shall include, but not be limited to, weather conditions, fire, flood, hurricane, strike, industrial dispute, war, hostilities, political unrest, riots, civil commotion, inevitable accidents, supervening legislation or any other circumstances amounting to force majeure

These details are subject to change

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