

## **COHEN TV AERIAL CO. LTD PRIVACY NOTICE**

This Privacy Notice sets out how Cohen TV Aerial Co. Ltd. (“the Company”) uses and protects any information that you may provide or that the Company holds on record.

The Company is committed to ensuring that your privacy is protected. Any data about you that the Company holds or gathers in the future will only be used in accordance with this privacy statement.

### **What the Company may collect**

Name, organisation, company, job title

Title, Name, and contact details including postal address (both billing and delivery), telephone numbers (including mobile numbers) and email address

Details of Purchases and orders made by you

When you make a purchase or place an order with the Company your payment card details but such information will be retained only so long as it is relevant to the individual transaction and no longer than is reasonably necessary

Your location

Your interests, preferences, feedback and survey responses;

Preferences and interests and other information relevant to the specific provision of an improved service

Your image may be recorded on CCTV when you visit our showroom

Photographs of aerial/satellite/CCTV installation (with permission only)

### **How the Company may use your data**

To enable the Company to communicate with you via email, by telephone and by postal services thus enabling the Company to communicate updates whether they be in technical information, improved products, services or/ and other updates and benefits thus offering you with a better service;

To provide goods and services to you;

If your order contains a warranty or a guarantee the associated personal data will be kept until the end of the warranty/guarantee period

To verify your identity;

With your agreement, to contact you electronically about promotional offers and products and services which we think may interest you;

For market research purposes – to better understand your needs;

Maintain a database and for the purpose of Internal record keeping;

To manage customer services including customer complaints or issues arising;

Where the Company has a legal right or duty to use or disclose your information (for example in relation to an investigation by a public authority or in a legal dispute)

If the Company discovers any criminal activity or alleged criminal activity through the use of the Company CCTV the data may be processed via the proper authorities for the purpose of detecting and preventing unlawful acts

## **How the Company protects your data**

The Company is committed to ensuring that your information is secure. To prevent unauthorised access or disclosure the Company has put in place suitable physical, electronic and managerial procedures to safeguard and secure any information the Company may collect online.

### **Your rights**

If you have previously agreed to the Company using some or all of your personal information, you may change your mind at any time by writing to or emailing the Company.

You have the right to ask for a copy of the personal information held on you by the Company (the right of access).

The right (in certain circumstances) to request that the Company delete personal data held on you; where the Company no longer have any legal reason to retain it (the right of erasure or to be forgotten)

The right to ask the Company to update and correct any out of date or incorrect personal data that the Company may hold on you (the right of rectification) The Company will promptly correct any information found to be incorrect.

The right to opt out of any marketing communications that the Company may send and to object to the Company using/holding your personal data if the Company has no legitimate reasons to do so (the right to object)

The right (in certain circumstances) to ask the Company to “restrict processing of data” which means that the Company would need to secure and retain the data for your benefit but not otherwise use it.

The Company will not sell, distribute or lease your personal information to third parties unless the Company is required by law to do so.

## **Legal basis for using data**

### **General:**

The Company may collect and use customers’ personal data because it is necessary for:

The pursuit of the Company’s legitimate interests

The purpose of complying with the Company’s duties and exercising the Company’s rights under a contract for the provision of services or the sale of goods to a customer, or,

Complying with our legal obligations

In general, the Company relies on consent as a legal basis for processing personal data in relation to sending direct marketing communications to customers via email or text message

However, customers have the right to withdraw consent at any time. Where consent is the only basis for processing the Company will cease to process data after consent is withdrawn.

### **Specific:**

The normal legal basis for processing customer data is that it is necessary for the legitimate interests of the Company including:

The provision of a service to our customers;

The supply and sale of goods to our customers;

Compliance with a transaction which includes a warranty or guarantee  
Protecting customers, employees and other individuals and maintaining their safety, health and welfare;  
Sending promotional communications which are relevant and tailored to individual customers;  
Understanding our customers' preferences and needs;  
Improving existing products and services;  
Developing new products and services;  
Complying with our legal and regulatory obligations;  
Handling customer contacts, queries, complaints, or disputes  
When called upon to do so communications with customers insurers

### **Cookies**

Cookies are small data files which are placed on your computer or other devices (such as "smart" phones or tablets) as you browse the website. They are used to "remember" when your computer or device accesses the Company website.

The main purpose for which cookies are used are:

For technical purposes essential to effectively operate our website

To collect information about browsing patterns and monitor the effectiveness of the website

If you want to disable cookies you need to change your website browser settings to reject cookies but this can impact upon the full operation of the website. Further information with regard to disablement can be assessed from various sources including Microsoft and Google Chrome – amongst others.

### **Third party sites and microsites**

The Company's website may contain links to other websites of interest. However, once you have used these links to leave the Company website, you should note that the Company does not have any control over that website. Accordingly, the Company cannot be held responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and ensure that you look at the privacy statement applicable to the website in question.

### **Updates**

June 2018.