



PRIVACY STATEMENT

At Midland Cryogenics Limited (MCL) we are committed to processing personal information about our customers in ways that comply with our legal obligations as well as being clear with our customers about what we do with their personal information. Some of the key points of MCL's privacy statement are:

- We do not sell your data to third parties
- We do not collect data via our website
- We do use data to help us provide great customer service, to give you the best experience

Personal information that we collect

We collect a range of personal information relating to you, including your:

- Name;
- Email address;
- Telephone number
- Any other personal information that you choose to provide to us when you contact us

How we use your personal information

We use your personal information:

- to maintain our relationship with you whilst you are a customer;
- to process orders and provide agreed goods and services to you;
- for invoicing, processing payments, account set up and maintenance;
- to communicate with you, including to respond to information requests /enquiries submitted and/or to obtain your feedback on our products and services;
- for record keeping, statistical analysis and internal reporting and research purposes;
- to ensure data security;
- to notify you about changes to our products and services;
- to decide on and notify you about price changes;
- to monitor the quality of our products and services;

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- for logistical purposes, including to plan and log delivery routes;
- to investigate any complaint, you make;
- to provide evidence in any dispute or anticipated dispute between you and us;
- to customise various aspects of our Websites to improve your experience;
- as we may otherwise consider necessary to support the operation of our Websites;
- to obtain credit references, credit checks and for debt collection, fraud detection and prevention and risk management purposes;
- to monitor and/or record telephone conversations to or from you to offer you additional security, resolve complaints, improve our service standards and for staff training purposes; and
- to protect the rights, property, and/or safety of MCL, its personnel and others

Marketing

We may send you direct marketing in relation to our own products and services by email and post, if this is in line with any marketing preferences that you have provided to us.

We will only send you direct marketing in relation to our own products and services by email or post:

- where you have consented to this; or
- where you have not objected to this, and we are marketing similar products and services to those which were the subject of a previous sale or negotiations of a sale to you.

Your agreement to the use of your personal information for direct marketing purposes is optional and if you choose not to consent, your visit to and use of our Website will not be affected.

You can choose to opt out of receiving direct marketing information from us at any time, by contacting Midland Cryogenics Ltd:

- by mail – Aspley Close, Four Ashes Industrial Estate, Wolverhampton, WV10 7DE
- by email – enquiry@midlandcryogenics.com
- by telephone – 01902 791999

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How long we keep your personal information

We retain your personal information for no longer than is necessary for the purposes for which the personal information is collected. When determining the relevant retention periods, we will consider factors including:

- legal obligation(s) under applicable law to retain data for a certain period of time;
- statute of limitations under applicable law(s);
- (potential) disputes, and;
- guidelines issued by relevant data protection authorities.

Otherwise, we securely erase your information once this is no longer needed.

Cookies

Where you use our Website, we **do not** collect information using cookies.

Links to third party websites

Our Website does not contain links to other internet websites.

Your rights

The following section explains your rights. The various rights are not absolute, and each is subject to certain exceptions or qualifications.

We will grant your request only to the extent that it follows from our assessment of your request that we are allowed and required to do so under data protection laws. Nothing in this Privacy Statement is intended to provide you with rights beyond or in addition to your rights as a data subject under data protection laws.

■ **The right to be informed**

You have the right to be provided with clear, transparent and easily understandable information about how we use your personal information and your rights. Therefore, we're providing you with the information in this Privacy Statement.

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■ **The right of access**

You have the right to obtain a copy of your personal information (if we're processing it), and other certain information (similar to that provided in this Privacy Statement) about how it is used.

This is so you're aware and can check that we're using your personal information in accordance with data protection law.

We can refuse to provide information where to do so may reveal personal information about another person or would otherwise negatively impact another person's rights.

■ **The right to rectification**

You can ask us to take reasonable measures to correct your personal information if it's inaccurate or incomplete. E.g. if we have the wrong date of birth or name for you.

■ **The right to erasure**

This is also known as 'the right to be forgotten' and, in simple terms, enables you to request the deletion or removal of your personal information where there's no compelling reason for us to keep using it or its use is unlawful. This is not a general right to erasure; there are exceptions, e.g. where we need to use the information in defence of a legal claim.

■ **The right to restrict processing**

You have rights to 'block' or suppress further use of your personal information when we are assessing a request for rectification or as an alternative to erasure. When processing is restricted, we can still store your personal information, but may not use it further. We keep lists of people who have asked for further use of their personal information to be 'blocked' to make sure the restriction is respected in future.

■ **The right to object**

You have the right to object to certain types of processing, on grounds relating to your particular situation, at any time insofar as that processing takes place for the purposes of legitimate interests pursued by MCL. We will be allowed to continue to process the personal information if we can demonstrate "compelling legitimate grounds for the processing which override [your] interests, rights and freedoms" or we need this for the establishment, exercise or defence of legal claims.

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Updating this statement

We may make minor changes to this Privacy Policy. When we make these changes we will publish the updated policy on our Website. If we make any significant changes, we will take additional steps to inform you of these.

Contact us

For further information regarding these rights, about this Privacy Statement generally or to make a complaint please contact enquiry@midlandcryogenics.com or call 01902 791999.

Please provide as much information as possible to help us identify the information you are requesting, the action you are wanting us to take and why you believe this action should be taken.

Before assessing your request, we may request additional information in order to identify you. If you do not provide the requested information and, as a result we are not able to identify you, we may refuse to action your request.

We will generally respond to your request within one month of receipt of your request. We can extend this period by an additional two months if this is necessary taking into account the complexity and number of requests that you have submitted.

We will not charge you for such communications or actions we take, unless:

- you request additional copies of your personal data undergoing processing, in which case we may charge for our reasonable administrative costs, or
- you submit manifestly unfounded or excessive requests, in particular because of their repetitive character, in which case we may either: (a) charge for our reasonable administrative costs; or (b) refuse to act on the request.

If after contacting MCL you are still unhappy you may also complain to the Information Commissioner, all contact details are available on the Information Commissioner's Website: ico.org.uk

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ISO 9001