

# WEBSITE PRIVACY POLICY TEMPLATE

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The **CORE ELECTRICAL GROUP** (comprising **Core Electrical Ltd.** and **Core Electrical Distributors N.I. Ltd., we or us**) are committed to respect and protect your privacy. This Privacy Policy explains how we collect, use, disclose and safeguard your information when you visit our Website [www.coreelectrical.com](http://www.coreelectrical.com) (our “**Site**”), including any other media form, media channel, or mobile website related or connected collectively to this Website.

Please read this privacy policy carefully. By visiting our Website you are accepting and consenting to the practices described in this policy. If you do not agree with the terms of this privacy policy, please do not access our Website.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this document. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on our Website, and you waive the right to receive specific notice of each such change or modification. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of our Website after the date such revised Privacy Policy is posted.

## Collection of your information

We may collect information about you in a variety of ways, including phone or physical enquiry, online forms, surveys, when you place an order and via our website.

The data we may collect on our Website includes:

- Personal Data

We may collect personal information, such as your name, job title, professional email address and professional telephone number, and demographic information such as your gender and interests, that you voluntarily give to us when you choose to participate in various activities related to our Website, such as online forms and surveys. You are under no obligation to provide us with personal information of any kind, however your refusal to do so may prevent you from using certain features of our Website.

- Derivative Data

Our servers automatically collect information when you access our Website, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing our Website.

- Facebook Permissions

Our Website may by default access your Facebook basic account information, including your name, email, gender, birthday, current city, and profile picture URL, as well as other information that you choose to make public. We may also request access to other permissions related to your account, such as friends, check-ins, and likes, and you may choose to grant or deny us access to each individual permission. For more information regarding Facebook permissions, refer to the [Facebook Permissions Reference page](#).

- Data from Social Networks

We may collect user information from social networking sites, such as Facebook, YouTube, LinkedIn, Twitter, including your name, your social network username, location, gender, birth date, email address,

profile picture, and public data for contacts - if you connect to and interact with us through such social networks.

- **Mobile Device Data**

Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access our Website from a mobile device.

- **Third-Party Data**

We may collect information from third parties, such as personal information or network friends, if you grant our Website permission to access this information.

- **Data from Contests, Giveaways and Surveys**

We may collect personal data and other professional information you may provide when entering contests or giveaways and/or responding to surveys.

## **Use of your information**

We strive to provide you with an excellent service. Having accurate information about you allows us to provide you with a smooth, efficient, and customised experience. Specifically, we may use information collected about you via our Website to:

- Customise and improve our products and service offering, and/or recommendations to you.
- Increase the efficiency and operation of our Website according to your interests.
- Notify you of updates to our Website.
- Respond to product and customer service requests.
- Resolve disputes and troubleshoot problems.
- Request feedback and contact you about your use of our Website.
- Send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- Deliver targeted advertising and other information regarding promotions and our Website to you.
- Create and manage your account.
- Email you regarding your account or order.
- Contact you by email, phone, fax or mail for market research purposes.
- Administer promotions and contests.
- Compile anonymous statistical data and analysis for use internally or with third parties.
- Monitor and analyse usage and trends to improve your experience with our Website.
- Perform other business activities as needed.

# Tracking technologies

## Cookies

We may use cookies to help customise and improve your experience on our Website. You may adjust the settings on your browser to refuse cookies but be aware that such action could affect the availability and functionality on our Website.

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

For more information on how we use cookies, please refer to our Cookie Policy posted on our Website, which is incorporated into this Privacy Policy. By using our Website, you agree to be bound by our Cookie Policy.

## Internet-Based Advertising

Additionally, we may use third-party software to serve ads on our Website, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us.

## Website Analytics

We may also partner with selected third-party vendors such as Google Analytics to allow tracking technologies and remarketing services on our Website through the use of first party cookies and third-party cookies, to, among other things, analyse and track users' use of our Website, determine the popularity of certain content and better understand online activity. By accessing our Website you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors.

You should be aware that getting a new computer, installing a new browser, upgrading an existing browser, or erasing or otherwise altering your browser's cookies files may also clear certain opt-out cookies, plug-ins, or settings.

# Disclosure of your information

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

## By Law or to Protect Rights

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

### **Third-Party Service Providers**

We may share your information with third parties that perform services for us or on our behalf, including data analysis, email delivery, hosting services, customer service, and marketing assistance.

Upon receipt of your personal information, the relevant third party is either the data controller and their use of your information will be governed by their own terms of use and privacy policy, or the data processor and their use of your information is strictly regulated by a contract defining the scope of usage as well as the storage policy.

### **Third-Party Advertisers**

We may use third-party advertisers and advertising networks and other third parties that require the data to select and serve relevant adverts to you and others. These companies may use information about your visits to our Website and other websites that are contained in web cookies in order to provide advertisements about goods and services of interest to you.

### **Business Partners**

We may share your information with our business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.

### **Affiliates**

We may share your information with our affiliates, in which case we will require those affiliates to honour this Privacy Policy. Affiliates include the companies within the Core Electrical Group (Core Electrical Ltd. and Core Electrical Distributors N.I. Ltd.) as well as our sister company Built Enviro Engineering Limited.

### **Marketing Communications**

With your consent, we may share your information with third parties for marketing purposes.

### **Online Postings**

When you post comments, contributions or other content to our Website, your posts may be viewed by all users and may be publicly distributed outside our Website in perpetuity.

## **Third-party websites**

Our Website may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave our Website any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from our Website.

## **Storage**

Your personal data will not be retained longer than necessary, and only in relation to the purpose for which such it is processed. When the data is no longer needed or goes out of date, it is deleted from our systems. In certain cases, the data is securely archived to allow legal requirements or agreed industry practises. No data is held any more than 6 years.

## **Security of your information**

We use administrative, technical, and physical security measures to help protect your personal data.

While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

## Policy for children

We do not knowingly solicit information from or market to children under the age of 16. If you become aware of any data we have collected from children under age 16, please contact us using the contact information provided below.

## Options regarding your information

### Account Information

You may at any time review or change the information in your account or terminate your account by:

- Contacting us through our Website's online form <https://coreelectrical.com/contact-us/>
- Writing us at [communications@coreelectrical.com](mailto:communications@coreelectrical.com)

### Emails and Communications

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:

- Noting your preferences at the time you receive the communication
- Contacting us at [communications@coreelectrical.com](mailto:communications@coreelectrical.com)

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

## Your right to control and access your personal information

If at any point you believe the information we process on you is incorrect you can request to see this information, and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated [communications@coreelectrical.com](mailto:communications@coreelectrical.com)

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law, you can complain to the Information Commissioner's Office <https://ico.org.uk/>

## Contact us

If you have questions or comments about this Privacy Policy, please contact us at: [communications@coreelectrical.com](mailto:communications@coreelectrical.com)