

# Gralexson Holdings Ltd Privacy Policy

The Gralexson Privacy Policy was created on May 25th, 2018 and applies to Gralexson Holdings Ltd, Kaye-Dee Marking Solutions Ltd, Augusta Golf Products and Kingsway Print and is dedicated to the privacy and rights of our customers.

## **The privacy of our customers and affiliates is important to us. Therefore:**

- We do not sell or share personally identifiable information we collect from you except as described in the Privacy Policy.

## **This Privacy Policy covers the information we collect via:**

- The Gralexson, Kaye-Dee, Augusta Golf Products and Kingsway Print website which includes reference to this Privacy Policy
- In e-mail, text and other electronic messages between you and the companies.
- Through mobile and desktop applications you download from the Websites.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.
- Information collected during exhibitions, presentations or training sessions.

It does not apply to information collected by any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Websites.

## **Information You Provide to Us – the information we collect.**

The information we collect on or through the Website and third party applications may include:

- Information that you provide by filling in forms on our Website, Live Chat or through advertising activities. This includes information provided at the time of subscribing to our service, posting material or requesting further services from us.
- Attending our stand at exhibitions and requesting details or information on our products and services.
- Records and copies of your correspondence (including e-mail addresses), if you contact us for any purpose.

## **How we use your information.**

We use information that we collect about you or that you provide to us:

- To present our Website and its contents to you.
- To provide you with information, products or services that you request from us.
- To fulfil any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for sales, collection and delivery.
- To notify you about changes to our products or services we offer.
- For customer support or service purposes so we can effectively respond to you.
- In special cases, such as protecting the rights, property, or safety of Gralexson Holdings Ltd group companies, our customers, or others.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

## What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

- **To personalise your experience:** your information helps us to better respond to your individual needs.
- **To improve our website:** we continually strive to improve our website offering based on the information and feedback we receive from you.
- **To improve customer service:** your information helps us to more effectively respond to your customer service requests and support needs.
- **To process transactions:** Your information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without your consent, other than for the express purpose of delivering a purchased product or service you have requested.
- **To send periodic emails:** The email address you provide for quotation, order processing or information request, may be used to send you information and updates pertaining to your order, in addition to receiving occasional company news, updates, related product or service information, etc.

## Disclosure to Third Parties.

We may also provide information to our vendors, suppliers, authorised resellers, and other business, development, and industry partners ("Partners") to enable them to provide you with Gralexson Holdings Ltd group products or services.

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless they are trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety.

**Web Beacons:** We use web beacons in our emails. When we send emails, we may track behaviour such as who opened the emails and who clicked the links. This allows us to measure the performance of our email campaigns and to improve our features for specific segments of Members. To do this, we include single pixel gifs, also called web beacons, in emails we send. Web beacons allow us to collect information about when you open the email, your IP address, your browser or email client type, and other similar details.

## How long do we retain your data for?

We will (securely) retain your personal data for as long as Gralexson Holdings Ltd group companies exist as a business, unless you request that it be deleted. You can do this by contacting [info@kayedee.co.uk](mailto:info@kayedee.co.uk)

## What rights do you have over your data?

If you live in the European Union, then under the General Data Protection Regulation (<https://www.eugdpr.org/>) you have the right to:

- Request access to your personal data from Gralexson Holding Ltd companies in a portable format.
- Request correction or deletion of your personal data.
- Withdraw your consent to us processing your personal data at any time.
- Restrict the processing of your personal data
- To lodge a complaint with the local supervisory authority if you feel we have failed in upholding your rights regarding your personal data. For U.K residents you can report a complain to the Information Commissioner's Office (<https://ico.org.uk/concerns/>). If you live outside of the EU, you may have similar rights under your local laws.

**Business transfers.** In the event that all or a portion of Gralexson Holdings Ltd (or the assets of one of those entities), is bought or sold, your information will likely be included among the transferred business assets, but such information remains subject to this Privacy Policy or a Privacy Policy substantially similar to this privacy Policy.

**Children Under 13.** Gralexson Group Ltd companies do not intentionally collect information from anyone under the age of 13.

### **Your privacy choices**

**Email and Opt-Out.** Occasionally, Gralexson Holdings group companies may send you communications to provide you with information or promotions relating to products and services that may be of interest to you, including notification of important product support information and updates. You may opt out of receiving these communications by unsubscribing, as detailed below. Additionally, we may still send you relationship or transactional messages in order to resolve specific questions or requests made by you via phone, fax, email, or the Web and in response to any activity completed on any of the Sites, including but not limited to, registration, downloads, and requests for information. Each email we send using our email marketing portal, will contain instructions on how to unsubscribe in the event that you do not wish to receive future emails from us. Please allow 5 business days to be removed from the email list. If you receive email through the email marketing system and wish to opt-out, simply click the “unsubscribe” link in the footer of the email.

### **Website Traffic**

The Gralexson Holding group company websites use analytics software to monitor traffic, but not personally identifiable information.

### **Updating Your Information**

Business and/or user information can be updated at any time by emailing Intec at [info@kayedee.co.uk](mailto:info@kayedee.co.uk) or by using the unsubscribe option on any of our emails.

### **Changes to Policy**

Changes to the Gralexson Holding group privacy policy will always be available on our individual company websites and can be viewed at any time. Questions relating to this policy can be sent to [info@kayedee.co.uk](mailto:info@kayedee.co.uk) or you can call +44 (0)1142 560222.

### **Gralexson Holdings Ltd Information:**

You can contact Gralexson Holdings Ltd by calling +44 (0)1142 560222 or by emailing [info@kayedee.co.uk](mailto:info@kayedee.co.uk)

Gralexson Holdings Ltd Address:

Gralexson Holdings Ltd, Kaye-Dee, Stamford Street, Newhall Road Trading Estate, Sheffield S9 2TX.

### **Privacy Policy Effective Date:**

The current privacy policy is effective 25/05/2018