



PRIVACY POLICY STATEMENT

On the 25th May 2018, new European data protection regulations came into effect, the General Data Protection Regulation (GDPR) reinforces the requirement for data protection, transparency and individual's rights. Please visit <https://www.eugdpr.org/> to find out more.

Impulse Automation Limited, the "controller of your information", takes data privacy seriously; we are committed to confidentiality and maintain a high level of respect for the information that we hold.

So that we are compliant, information risk assessments make sure data is kept safe, policies and procedures ensure data is accurate; that we know its source, how it is securely stored and located, the type of information we retain, and how this information is used, shared or destroyed.

Our privacy policy applies to products and services provided through Impulse Automation Limited.

As a business, we gather and store information where there is a clearly defined customer relationship, our legitimate basis for holding and processing information. We keep specific information so that we can enter into a contract with you, and are unable to do so without it. When you interact with us, personal and company data is stored, for instance, when registering, filling out forms, ordering products or services, sending emails, making enquiries or requesting literature.

When we collect details about a company or individual, we identify ourselves clearly; third parties are never instructed to gather "Personally Identifiable Information" (PII) on our behalf. We never pass along or discuss personal information to third parties without express permission of the company or individual unless it is implied or necessitates a successful business transaction, for example, an enquiry referral, shipping of goods where a name, address, telephone and email address is required to deliver parts ordered.

The transmission of personal data to governmental entities or authorities only occurs within the framework of legal regulations.

Hyperlinks - Our websites may contain hyperlinks to other internet sites, for example, suppliers that are not bound by this privacy policy. We do not influence whether these operators observe data privacy regulations.

Website cookies and Analytics provided by Google - By using our websites, text files, known as "Cookies" containing configuration information are placed on your computer to assist site functionality and determine user preference. An IP address is obtained to provide information and evaluate the use of our websites so that we can generate reports, ultimately to improve a user's

PRIVACY POLICY STATEMENT

experience. By placing cookies on your device, no personal information is collected, all data is evaluated and assessed anonymously.

It is possible to opt-out of being tracked and prevent the use of cookies in the future by installing an add-on, Google Analytics opt-out browser, <https://tools.google.com/dlpage/gaoptout>. This opt-out browser could affect site usability; please seek full advice before using this tool. Find information relating to Google's privacy policy here <https://policies.google.com/>.

Credit or debit cards - When you provide us with card details over the telephone, we enter these details directly onto our payment terminal. Card information is never written down, and we never request card information in a written format. The validity, card number and security code will be checked against card address information registered with the card provider to prevent fraud. Merchant receipts that show the full debit or credit card numbers are destroyed immediately after payment; credit card information for future use is never stored. A card terminal end of day procedure is performed at the end of each trading day to ensure credit card information is cleared down and never stored in the payment terminal.

Payment Card Industry Data Security Standard (PCI DSS) compliance is designed to protect businesses and their customers against payment card theft and fraud. SecurityMetrics is a leading provider of data security. We hold a valid compliance certificate; this is regularly updated to ensure the data you entrust us with is kept safe.

Online Credit and Debit Card Transactions - We use an online payment portal provided by PayPal; this payment portal is accessed at the checkout stage when purchasing items through our online shop www.impulseautomation.shop. PayPal uses 3D-Secure, a unique code entered by the card user which legitimises the transaction, designed to ensure enhanced security and secure authentication for consumers when they use their debit or credit cards for online purchases. Every transaction is encrypted using advanced encryption technology. Card information is not accessible to Impulse Automation when using this method of payment.

Telephone Systems - Although we do not record all calls, Impulse Automation Limited has the facility to record calls on an impromptu basis. Like many organisations, this is a standard practice that allows the recording of telephone calls for quality monitoring, training, compliance and security purposes. Calls recorded are for internal use only.

Marketing – Important updates, product promotions or services that we offer will typically be conveyed by email. We understand that too many emails can be overwhelming or annoying, and that is why only relevant and essential information for legitimate business purposes will be communicated. If you would like to opt-out of receiving future emails, it is possible to unsubscribe using the link provided within the email, or if you prefer, you can call us directly.

PRIVACY POLICY STATEMENT

Minors - should never transmit personal information without guardians consent, and although we do not intentionally collect data from minors, it may inadvertently happen. We do encourage those with parental responsibility to educate children regarding the distribution of Personal Identifiable Information (PII) and online safety.

Personal Identifiable Information (PII) and your rights - The Information Commissioner's Office (ICO) has published information regarding your rights; follow this link <https://ico.org.uk/> to find out more.

We are required to hold specific information by law, or for a regulatory requirement; we will not keep data for longer than it is necessary to do so.

All data discarded will be disposed of through secure methods.

Due to online innovation and development, privacy policies are often updated, as such, we reserve the right to make any changes at any time without consultation.

For further questions regarding our privacy policy and how we handle your information, please email sales@impulseautomation.co.uk or call us directly.

This privacy policy is available to all interested parties upon request.

Rob Dunn
Managing Director
September 2018

Impulse Automation Limited, Unit 6 Focus 303, Focus Way, Walworth Business Park,
Andover, Hampshire. SP10 5NY