

GUIDANCE MARINE LIMITED

PRIVACY POLICY

Guidance Marine Limited and its subsidiaries (“we”) are committed to protecting and respecting your privacy.

This privacy policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal data and how we will deal with it.

For the purpose of the Data Protection Act 1998 (the “**Act**”), the data controller is Guidance Marine Limited of 4 Dominus Way, Meridian Business Park, Leicester, LE19 1RP.

Information we may collect from you

We may collect and process the following data about you:

- ❖ information that you provide by filling in forms on our website. This includes information provided at the time of registering to use parts of our site or posting material.
- ❖ information that you provide to us when you contact us by telephone or email to request advice, products or services;
- ❖ details of your visits to our website including, but not limited to, traffic data, location data, weblogs and other communication data and the resources that you access.

IP addresses

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies we use and the

purposes for which we use them see our [Cookie Policy 94- 0284-B](#).

Where we store your personal data

We may transfer or store your personal information outside of the European Economic Area (“**EEA**”) and it may also be processed outside the EEA by people who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Uses made of your personal data

We use information held about you in the following ways:

- ❖ to ensure that content from our website is presented in the most effective manner for you and for your computer;
- ❖ to provide you with information you may request from us about our products or services;
- ❖ to provide you with information about products or services which you have ordered from us, or similar to products or services.
- ❖ to carry out our obligations under any contracts entered into between us.
- ❖ We may also use your data, or permit selected third parties to use your data, to provide you with information and assistance with regard to our products and services. and we or they may contact you about these.

Disclosure of your information

We may disclose your personal information to any member of our group, which means Guidance Marine Limited and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may disclose your personal information to third parties:

- ❖ in the event that we sell part of our business or assets, in which case we may disclose your personal data to the prospective buyer of such business or assets
- ❖ If the ownership of Guidance Marine Limited or any of its subsidiaries is transferred to a third party, in which case we may disclose personal information to such third party, or if substantially all of the assets of any such company are acquired by a third party, in which case any personal data we hold may be one of the transferred assets.
- ❖ if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our [Terms and Conditions 94-0272-B](#) or other agreements; or to protect the rights, property, or safety of Guidance Marine Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. You can exercise the right at any time by contacting us at Data Controller, Guidance Marine Limited, 4 Dominus Way Meridian Business Park Leicester LE19 1RP or email

data.controller@guidance.eu.com.

Our website may, from time to time, contain links to and from the websites of our partners and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act.

Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page. Please check this page regularly to ensure that you are familiar with the current version.

Contact

Questions, comments and requests regarding this privacy policy should be addressed to: Data Controller, Guidance Marine Limited, 4 Dominus Way Meridian Business Park Leicester LE19 1RP or email

data.controller@guidance.eu.com.