

Cable Ties Direct Privacy Policy

This Privacy Policy explains the types of data we may collect from you, why we collect this data and how it will be handled.

We respect your right to privacy and are committed to maintaining it. We only collect, store and process your information in accordance with the relevant laws and regulations to administer your account, supply the products and services requested and provide an up to date catalogue. Information may be used for other administrative purposes such as customer service and promotional updates.

Personal information that we collect from you:

- Name and Title
- Invoice and Delivery Address(es)
- Email Address(es)
- Phone Number(s)
- Fax Number(s)
- Purchase information

The data we hold is always collected fairly and honestly when we are contacted by customers or potential customers of Cable Ties Direct. This could be for a number of reasons, for example to place an order or to enquire about a product or service etc. We may, on occasion, buy lists of data from reputable companies or use publicly available information to get the details of a particular company or organisation. We may also use publicly available information to ensure that our database is kept accurate and relevant.

There are 3 legal reasons why we collect this data. These are:

To perform our contract with you

We may require your personal data to comply with our contractual obligations. For example: To fulfil your order, i.e. taking payment, updating you regarding the status of your order and shipping the order to you.

Legitimate interest

We may require your data to pursue our legitimate interests in a way that would reasonably be expected, and which does not significantly impact your rights, freedom or interests, to enable the proper administration of our business and provide the best possible service.

Cable Ties Direct has a legitimate interest in selling its products. Sending details of the products and services we offer and any promotions we may have helps us to do this. You are free to opt-out of receiving these communications at any time.

Please contact us by email (mail@cableties-direct.co.uk) or by telephone (0114 249 9259) if you would like to be removed from our mailing list.

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Legal compliance

In certain circumstances, we may be required by law to collect and process data. For example: for the prevention of fraud or criminal activity.

Holding data:

Cable Ties Direct will never sell or unlawfully disclose data. We will keep information safe and protected on our database which is on a secure, private network that is accessed only by permitted members of staff at Cable Ties Direct.

Data that is necessary for a specific purpose may be passed on to other companies for processing on our behalf, for example: Couriers providing a delivery service.

Data retention periods will be determined by a number of factors, for example whether or not the data subject has been 'active' as a customer. We have a legal obligation to retain certain data for a minimum of 7 years. We may keep some data indefinitely for purchase history and to benefit customers that have sporadic ordering patterns. We generally retain the data of potential customers on our live database for around 5 years.