

# Routeco Privacy Statement

Routeco of Davy Avenue, Knowlhill, Milton Keynes, MK5 8HJ have some personal details about you, this document explains why we have that information, how we use and handle it and your rights to that information.

## What personal data do we hold?

We currently hold six categories of personal information about you:

1. Name
2. Company Name
3. Job title / function
4. Business email address
5. Business telephone number
6. Mobile phone number

## Where did we get your data from?

Your personal data was collected from a number of sources:

- our sales team entering contact data from face to face conversations, email communication etc.,
- the contact information you supplied when creating an account with us either online or paper based
- attending Routeco or our partners' events

## Use of Cookies and Analytics

We only use cookies that are strictly necessary to provide certain basic functions within our eCommerce facility. A cookie is created when you visit our site and allows us to maintain your shopping basket before logging in. Find out more about cookies here: <https://ico.org.uk/for-the-public/online/cookies/>

We use the following type of cookie:

**Analytics cookies** that anonymously remember your computer / device you use to visit our website. These are used to keep track of visits to the website and help us to understand how the website is used. We might use this information to serve advertisements that may be of interest to you on other websites.

**Service cookies** that help to make our website efficiently as possible, e.g. remember your registration and login details, remember what products you have added to your basket.

Data collected is not personally identifiable information.

## What is our purpose for holding your personal information?

- The legitimate interest and our legal basis for holding your information is so we can provide you with information about the existing and new services that we believe will be of benefit to you. These services include: order updates, new products, events, latest news and price updates.

## What we do with your personal information

- We use your details so that we can communicate with you by email or phone
- The personal information we hold is stored and processed securely in line with the UK government's guidelines for Cyber security controls, Cyber Essentials\*
- We sometimes share your personal data with trusted third parties. When we share data we only provide the information they need to perform their specific services.
  - For example: delivery companies, direct marketing companies who provide the platform that allows us to keep you updated.

## What we don't do with your personal information

- We do not use your information for profiling

## How long do we keep your personal data?

- The information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information or you want us to delete your personal data

## What are your personal data rights?

If at any point, you believe the personal information we hold on you is incorrect, you want us to correct or delete that information, or you no longer want us to hold that information or contact you, you can exercise your rights under the current Data Protection laws. These rights include:

- Right of access
- Right to rectification
- Right to erasure
- Right to restriction of processing
- Right to data portability
- Right to object

For more information about your personal data rights please visit the Information Commissioner Office website at: <https://ico.org.uk/for-organisations/data-protection-reform/overview-of-the-gdpr/individuals-rights/>

## Who do I contact if I have an issue with my personal information that you hold?

- Please contact the Data Protection Officer for Routeco Limited [DPO@routeco.com](mailto:DPO@routeco.com)

- To unsubscribe from receiving marketing information please email [marketing@routeco.com](mailto:marketing@routeco.com)

### How do I make a complaint about how my personal data is being held or processed?

- If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter.
- If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can contact the Information Commissioner's Office (ICO). Their Helpdesk number is 0303 123 1113.

\* For more information about Cyber Essentials please visit:

<https://www.gov.uk/government/publications/cyber-essentials-scheme-overview>