

## Privacy Notice

*Mark Vitow Ltd are committed to respecting your privacy rights and maintaining the security of your data. We will always handle your data fairly and in accordance with applicable law. We are dedicated to full transparency regarding the data we collect and how this is used. As always, the well-being of staff and customers is a key priority for Mark Vitow Ltd.*

### **Types of Information Collected**

We will collect information about you when you open an account, subscribe to receive communications, place an order for products or services or make an enquiry. The type of information we may collect includes your name, postal address, job title, e-mail address, telephone number and fax number so that we can contact you accordingly. We may also collect financial information required for approval of your Credit Application form. Personal information is only ever processed when an individual has given clear consent for us to process their personal data for a specific purpose or due to the identification of a legitimate interest for processing, specifically, anything of commercial interest to our customers. We always want to offer our customers the best product ranges at our best prices! There are no consequences if data is not provided and you have the right to withdraw consent at any time.

### **Purpose of Information Collected**

We require this information to understand your needs and provide you with better products and services. We may use such data;

- To process your orders and enquiries
- For record keeping purposes
- To manage your account
- To keep you informed about our products and services
- For market research purposes

### **Sharing of Personal Information**

We use a third-party provider, MailChimp, to deliver our news and promotions. Such third parties must safeguard this information and must only use it for the purposes for which it was supplied. We store personal details and gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our communications. For more information, please see [MailChimp's privacy notice](#). You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our Data Controller. We will not share information about you with any other third parties without your consent unless the law allows or requires us to do.



## Data Retention

Personal information will be stored in accordance with applicable laws and kept for as long as needed to carry out the purposes outlined in this Notice, for as long as you indicate that you are happy for us to do so.

## Cookies

We may use cookies to provide a better user experience. In general, cookies are used to retain user preferences and provide anonymized tracking data to third party applications like Google Analytics. Generally, cookies will make your browsing experience better. However, you may prefer to disable cookies in your browser.

## Privacy Rights

Under data protection legislation, you have the right to;

- *Access and amend* your personal information
- *Object to or restrict* processing of personal information
- Request *deletion* of personal information
- Request *portability of information*
- *Be informed*
- Object to decisions being taken by *automated* means

## Changes to our Privacy Policy

This privacy policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check our website occasionally for any policy changes.

## Concerns

If you have any concerns about the way we are collecting or using your personal data, you can report your complaint to the Information Commissioner's Office by visiting <https://ico.org.uk/concerns/>

## Contact Details

Please address any questions or requests relating to Data Protection to our Data Controller:

Rachel Pead  
Operations Director  
Mark Vitow Ltd  
020 8207 3784  
[rachel@markvitow.com](mailto:rachel@markvitow.com)

