

# PRIVACY POLICY

## Introduction

Bauder supplies and manufactures roof waterproofing systems, insulation, green roof components, solar PV systems and associated accessories for roof, podium, terrace, walkway and balcony application. The Bauder products, systems and services allow our customers and clients to create high-performing buildings in all industry sectors. Through the collection of your data we can provide you with the advice and support needed for your building or construction project

Bauder Limited is committed to protecting the privacy and security of your personal information. We are providing this privacy notice to tell you about how we collect and process your personal information when you visit our website or engage with us as a business prospect, client, customer, badged operative, supplier, or in any other way.

Bauder is the data controller for the processing that we undertake that is outlined in this privacy notice. As the data controller, we are responsible for deciding how we hold and use the personal information we collect. Throughout this document we refer to Data Protection Legislation which means the Data Protection Act 2018 (DPA2018), United Kingdom General Data Protection Regulation (UK GDPR), the Privacy and Electronic Communications (EC Directive) Regulations 2003 and any legislation implemented in connection with the aforementioned legislation. Where we process the personal data of people in the European Union, it also includes the EU General Data Protection Regulation (EU GDPR). This includes any replacement legislation coming into effect from time to time.

We may change or update this privacy notice from time to time, and the most current version will be published on our website or freely available upon request.

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# 1. The information we collect and when

We only collect information that we believe is genuinely required and in accordance with Data Protection Legislation. The type of information that we may collect about you includes:

- Your name and job title
- Your company's name
- Address
- Telephone number(s)
- Email address
- Your previous work experience, professional qualifications and an image of you (if applying to be a Badged Operative)
- Video images if you visit our site
- Survey responses and information requests
- Information collected from cookies on our website (See section 8)

We may, in further dealings with you, extend this information including (but not limited to) full contact details, project related information, services used, subscriptions, records of conversations, agreements, purchases and payment transactions.

You may be under no statutory obligation to provide us with your personal information; however, we will require at least the information above in order for us to deal with you effectively as a client, customer or other user of our products and services.

# 2. How we collect your personal information

We may collect your information when you:

- Visit our website
- Interact with our social media accounts
- Contact us by email, call, post or via a webform

We may also receive your information indirectly from third parties including from,

- Someone else in your organisation
- From another of our clients if you have asked to be referred
- From publicly available sources for the purposes of prospecting

# 3. Purposes of processing and legal basis

Whenever we process your personal data, we always identify a lawful basis for processing.

The legal basis we mainly rely on for processing personal data is Article 6(1)(f) of the UK GDPR which relates to processing that pursues our legitimate interests, provided your interests and fundamental rights do not override those interests. The purposes for which we rely on this lawful basis are:

- To contact you, following your enquiry or to reply to any questions
- To send B2B marketing communications to you
- To deal with any customer service enquiries, reply to any suggestions, issues or complaints you have contacted us about
- To deal with your organisation as a prospect, including drawing up a proposal and contract and communicating with you for this purpose
- To fulfil the contract we have with your organisation to provide you with the agreed service
- To process any payment made by your organisation for the services provided
- To request your feedback in order to improve our service
- To maintain records and status of our approved contractors
- To maintain the security of our premises using CCTV
- To power our security measures and services so you can safely access our website and mobile apps
- To contact our clients with satisfaction surveys, so we can develop and improve our offering

- To organise attendance at one of our exhibitions, contractor or client events
- To deal with your organisation as our supplier, where applicable

We may also rely on performance of a contract (Article 6(1)(b) of the UK GDPR) to process personal information in order to:

- Carry out Badged Operatives assessments, and manage our relationship with Badged Operatives (including work inspections)

In a small number of circumstances, we will seek your consent (Article 6(1)(a) of the UK GDPR) to process your personal data:

- To use marketing and analytics cookies on our website
- To send you B2B marketing communications where you have signed up via our website or at events

For more information on the essential and non-essential cookies that we use on the website, please visit our consent management platform by clicking 'Manage' on our cookie banner.

## 4. Who we might share your information with

We may transfer your personal information for the above purposes to the recipients and categories of recipients listed below:

- Group companies – Affiliated private bodies that are part of our group
- Data processors – Certain third parties, whether affiliated or unaffiliated, may receive your personal data to process such data on behalf of Bauder under appropriate instructions as necessary for the respective processing purposes. The data processors will be subject to contractual obligations to implement appropriate technical and organisational security measures to safeguard the personal data, and to process the personal data only as instructed
- Governmental authorities, courts, external advisors, and similar third parties that are public bodies as required or permitted by applicable law

We may share your personal data with third parties located outside of the UK. Where we share your personal data with third parties located in countries that are not covered by an adequacy decision, we rely on standard contractual clauses with the UK Addendum to safeguard the transfer.

## 5. Your rights over your information

You have the right to:

- Ask for access to your personal information via a 'subject access request'
- Ask for personal information we hold about you to be corrected
- Ask for your personal information to be deleted. This enables you to ask us to delete or remove your personal information where there is no good reason for us continuing to process it
- Object to the processing of your personal information where we are relying on a legitimate interest, and there is something about your particular situation that makes you want to object to processing it
- Ask for the processing of your personal information to be restricted. This enables you to ask us to suspend the processing of personal information about you
- Ask for your personal information to be transferred to another company

You can exercise any of the following rights by contacting us using the contact information outlined below.

Where we rely on consent to process your personal data, you have the right to withdraw your consent at any time. You can withdraw your consent to receive direct marketing emails by clicking on the "unsubscribe" link at the bottom of all emails.

Any requests received by us will be considered under applicable data protection legislation. If you remain dissatisfied, you have a right to raise a complaint with the Information Commissioner's Office at [www.ico.org.uk](http://www.ico.org.uk).

## 6. How long do we keep your information?

Your personal information will be retained in accordance with our retention policy which categorises all of the information held by us and specifies the appropriate retention period for each category of data. Those periods are based on the purpose for which the information is collected and used, taking into account legal and regulatory requirements to retain the information for a minimum period, limitation periods for taking legal action, good practice and our business purposes.

For information related to you and your organisation's contract with us as a client or supplier, we generally keep information for 7 years from the end of our relationship with you. If there is a dispute or a legal action, we may need to keep this personal information longer.

For website cookies, you can find the various retention periods applicable by clicking on 'Details' in our consent management platform.

## 7. Security

Data security is of paramount importance and to protect your data we have put in place suitable physical, electronic and managerial procedures and security measures including:

- Limiting access to our buildings to those that we believe are entitled to be there (by use of passes, key card access and other related technologies)
- Implementing access controls to our information technology
- We use appropriate procedures and technical security measures to safeguard your information across all our computer systems, networks, websites, mobile apps, offices and warehouses;
- Never asking you for your passwords
- Advising you never to enter your username, account number, or password into an email or after following a link from an email

## 8. Cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. These may be activated on your computer or mobile device and are used by most websites to help personalise your web experience by recalling any preference or customised information set during a previous visit.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

## How to contact us

If you would like to exercise one of your rights as set out above, or you have a question or a complaint about this policy regarding the way your personal information is processed, please contact us by one of the following means:

By email: [datarequest@bauder.co.uk](mailto:datarequest@bauder.co.uk)

By phone: 01473 257671

By post: Data Request, Bauder Ltd, 70 Landseer Road, Ipswich, Suffolk, IP3 0DH

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