

What is “Personal Information”?

European data protection legislation defines personal information as any piece of information that could directly or indirectly identify a person. That can range from an email address to full medical records. Ferromatik UK will only use the minimum amount of personal information that it needs to provide its business service to you. This notice sets out how and why each piece of information will be used.

How your personal information is used by Ferromatik UK Ltd

Your information will be held by Ferromatik UK Ltd, a private limited company with the registered address Carrwood Road, Chesterfield Trading Estate, Chesterfield, Derbyshire, S41 9QB. We can be contacted at this address if you would like to write to us; by email at admin@ferromatik.co.uk or by phone on +44 (0)1246 260666. Our office hours are Monday – Thursday 08:30 – 17:00 and Friday 08:30 – 16:00. There is an answering machine service for if we are unavailable and also outside these times.

We are the UK agents for Milacron’s range of injection moulding machines, for the Wemo Automation AB range of robots, Sella SRL’s range of temperature controllers and flow regulators and we have a strategic partnership with BMB-Spa to provide sales and service support for their range of Italian built injection moulding machinery. More information on the company can be found at www.ferromatik.co.uk

How we use your personal information

This privacy notice is to let you know how Ferromatik UK Ltd promises to look after your personal information. This includes what you tell us about yourself, what we learn by having you as a customer and the choices you give us about what marketing you want us to send you. This notice explains how we do this and tells you about your privacy rights and how the law protects you.

Our Privacy Promise

We promise that we will:

- Keep any data we have about you safe and private
- Never sell or trade your data.
- Offer you ways in which you can manage and review your marketing choices at any time.

GDPR – The data protection law

This notice sets out your rights under the law. This privacy document will be under constant review after the 25th of May 2018, when the legal changes came into effect.

How the law protects you

As well as our Privacy Promise, your privacy is protected by law. This section explains how that will work.

The GDPR says that we are allowed to use personal information only if we have a proper reason to do so. This includes sharing it with third parties outside Ferromatik UK Ltd. The law says we must have one or more of these reasons:

- To fulfil a contract we have with you, or
- When it is our legal duty, or
- When it is in our legitimate interest to do so, or
- When you consent to it.

A legitimate interest is when we have a business or commercial reason to use your information. Even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

There are a number of ways that we may use your personal information. The table below shows what these ways are and which of the proper reasons we have decided to use to handle your personal information. The list also shows you what our legitimate interests are in each case.

What we use your personal Information for	Our reasons	Our legitimate interests
<ul style="list-style-type: none"> To manage our relationship with you or your business To develop new ways to meet our customers' needs and to grow our business. To develop and carry out marketing activities. To provide advice or guidance about our products and services. 	<ul style="list-style-type: none"> Your consent. Fulfilling contracts. Our legitimate interests. 	<ul style="list-style-type: none"> Keeping our records up to date, working out which of our products and services may interest you and telling you about them. Developing products and services and what we charge for them. Seeking your consent when we need it to contact you. Being efficient about how we fulfil our legal duties.
<ul style="list-style-type: none"> To develop and manage our brands, products and services. To test new products. To manage how we work with other companies that provide services to us and our customers. 	<ul style="list-style-type: none"> Fulfilling contracts. Our legitimate interests. 	<ul style="list-style-type: none"> Developing products and services and what we charge for them. Defining types of customers for new products or services. Being efficient about how we fulfil our contractual duties.
<ul style="list-style-type: none"> To make and manage customer payments To manage charges due on customer accounts. To collect and recover money that is owed to us. 	<ul style="list-style-type: none"> Fulfilling contracts. Our legitimate interests. 	<ul style="list-style-type: none"> Being efficient about how we fulfil our contractual duties. Complying with regulations that apply to us.
<ul style="list-style-type: none"> To manage risk for us and our customers. To obey laws and regulations that apply to us. To respond to complaints and seek to resolve them. 	<ul style="list-style-type: none"> Our legitimate interests Fulfilling contracts Our legal duty 	<ul style="list-style-type: none"> Complying with regulations that apply to us. Being efficient about how we fulfil our legal and contractual duties.
<ul style="list-style-type: none"> To run our business in an efficient and proper way. This includes managing our financial position, business capability, planning, communications, corporate governance and audit. 	<ul style="list-style-type: none"> Our legitimate interests. Our legal duty. 	<ul style="list-style-type: none"> Complying with regulations that apply to us. Being efficient about how we fulfil our legal and contractual duties.
<ul style="list-style-type: none"> To exercise our rights set out in agreements or contracts. 	<ul style="list-style-type: none"> Fulfilling contracts 	

Groups of personal information

We have identified that we use many types of personal information and we group them together like this.

Type	Description
Contact	How to get in touch with you. This could be your email address or any mobile phone number you've given us
Socio-Demographic	This includes details about your work, job title or profession and may include your nationality. Knowing your nationality helps us know what languages we can contact you in
Transactional	Details about payments made to us in the course of us providing our services to you.
Contractual	Details about the products or services we provide to you.
Behavioural	Details about how you use our products and services.
Technical	Details on the machinery and technical services you use. This will include information about machinery that you use from other machine suppliers
Communications	What we learn about you from letters, emails and conversations between us.
Usage Data	Other data about how you use our products and services
Financial	Your company's financial position, status and history

Special types of personal data:

We do not collect or store the following types of special/sensitive personal data:

- Racial or ethnic origin
- Religious or philosophical beliefs
- Trade union membership
- Genetic and biometric data
- Medical histories
- Criminal convictions and offences

Where we collect personal information from

We may collect personal information about you (or your business) from other companies within the Milacron group, from Wemo Automation AB, from Sella SRL Italy or from BMB-Spa either in the UK or Italy. We may also collect information from the following sources:

Data you give to us:

- When you enquire about our products and services
- When you talk to us or our representatives on the phone or in person at our or your site
- In emails, faxes and letters
- In customer surveys

Data we collect when you use (or we provide) our services. This includes the frequency of use, machinery type, location, work carried out and fault type.

- Any party linked with you or your business' product or service to assist with the provision of our service to you
- Payment and transaction data including information on your banking services
- HM Revenue & Customs, regulators and other authorities
- Credit reference agencies
- Fraud prevention agencies
- Companies we have a joint venture or agreement to co-operate with
- Organisations that introduce you to us

- Companies that we introduce you to
- Companies you ask us to share your data with

We may need to share your personal information with other organisations to provide you with the product or service you have chosen:

- If you ask us to provide a recommendation for an injection mould maker we will pass your contact information and product details on to them
- If you ask us for a recommendation for an ancillary equipment supplier, such as for a hopper loader or granulator we will share your contact and application data
- If you ask us for a machinery mover we will pass your contact information to them
- If you require a heavy engineering or platen drilling service, we will pass your contact details and information about the machine and application to them
- We ask for information on two trade references when opening an account with Ferromatik UK. We may need to share your personal data with them to verify your identity and allow us to make a decision on your account.

We may also share your personal information if the make-up of Ferromatik UK changes in the future:

- We may choose to sell, transfer or merge parts of our business or our assets. We may seek to acquire other businesses, merge or act as agents for them.
- During any such process, we may share your data with other parties. We will only do this if they agree to keep your data safe and private
- If the change to our company happens, then other parties may use your data in the same way as set out in this notice.

Sending data outside of the EEA

We will only send your data outside of the European Economic Area “EEA” to:

- Follow your instructions – For example passing your information regarding a machine enquiry or repair to the wider Milacron group
- Comply with a legal duty
- Work with our agents and advisers who we use to help provide our services to you

If you choose not to give personal information

We will need to collect certain personal information to allow us to fulfil our contractual obligations to you. If you choose not to give us this personal information, it may delay or prevent us from meeting our obligations. It may also mean that we cannot perform services needed to manage your account with us. It could mean that we cancel any order or service you have with us.

Any data collection that is optional would be made clear at the point of collection.

Marketing

We may use your personal information to tell you about relevant products and offers. This is what we mean when we talk about 'marketing'.

The personal information we have for you is made up of what you tell us and data we collect when we provide our services to you, or from third parties we work with.

We study this to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

We can only use your personal information to send you marketing messages if we have either your consent or a 'legitimate interest'. That is when we have a business or commercial reason to use your information. It must not unfairly go against what is right and best for you.

You can ask us to stop sending you marketing messages by contacting us at any time.

Whatever you choose, you'll still receive account invoices and other important information such as changes to terms and conditions or changes to service labour rates.

We may ask you to confirm or update your choices, if you take out any new products or services with us in future. We will also ask you to do this if there are changes in the law, regulation or the structure of our business.

If you change your mind, you can update your choices at any time by contacting us.

How long we keep your personal information

We will keep your personal information for as long as you are a customer of Ferromatik UK Ltd.

If you stop being a customer, we may keep your data for up to 10 years for one of these reasons:

- To respond to any questions or complaints
- To show that we treated you fairly
- To maintain records and accounts based on the services we have supplied to you in the past

We may keep your data for longer than 10 years if we cannot delete it for legal or technical reasons. We may also keep it for research or statistical purposes. If we do, we will make sure that your privacy is protected and only use it for those purposes.

How to get a copy of your personal information

You can access any personal information we hold about you by contacting us at either admin@ferromatik.co.uk or writing to us at the address shown at the start of this Privacy Notice.

If we provide you with your personal data by email, we will ensure that it is sent to you in a password protected document and that the password will be sent by separate communication. We will contact you to agree what this separate communication is before the email containing your information is sent.

Letting us know if your personal information is incorrect

You have the right to question any information we have about you that you think is wrong or incomplete. Please contact us if you want to do this. If you do, we will take reasonable steps to check its accuracy and correct it.

What if you want us to stop using your personal information?

You have the right to object to our use of your personal information, or to ask us to delete, remove or stop using your personal information if there is no need for us to keep it. This is known as the “right to object” and “right to erasure” or the “right to be forgotten”.

There may be legal or other contractual reasons why we need to keep or use your data. Please tell us if you think that we should not be using it.

We may sometimes be able to restrict the use of your data. This means that it can only be used for certain things, such as legal claims or to exercise legal rights. In this situation, we would not use or share your information in other ways while it is restricted.

You can ask us to restrict the use of your personal information if:

- It is not accurate
- It is not relevant any more, but you want us to keep it for future use
- You have already asked us to stop using your data but you are waiting for us to tell you if we are allowed to keep on using it

If you want to object to how we use your data, or ask us to delete it or restrict how we use it, please contact us.

How to withdraw your consent

You can withdraw your consent at any time. Please contact us if you want to do so.

If you withdraw your consent, we may not be able to provide certain products or services to you. If this is so, we will tell you so that you can make an informed decision about whether or not to withdraw.

How to complain

Please let us know if you are unhappy with how we have used your personal information. You can contact us at admin@ferromatik.co.uk or you can write to us at the address at the start of this document.

You also have the right to complain to the Information Commissioner’s Office. Their website gives details of how to make this complaint.

Format for sharing data

Under GDPR you have the right to data portability. That means that we must provide any personal data held by us in a machine readable format. We currently intend to provide that information in a secured PDF document, but if you would prefer a different format, we will work to provide it in an agreed format of your choice as long as much as we are able to.

Cookies

We have a cookie policy for our website www.ferromatik.co.uk. Please see the separate cookie notice document for further information.

Update History:

- August 2018, updated references to “new” GDPR, changed tenses will be → are etc.
- April 2020. Minor text corrections. Added reference to BMB strategic partnership.