



# PRIVACY POLICY

## 1. Scope

This Policy aims to give you information on how Veracity UK collects and processes personal data received from website visitors in accordance with applicable data protection laws, including the Data Protection Act 2018 and UK Regulation 2016/679 General Data Protection Regulation.

Veracity UK Limited  
Prestwick International Aerospace Park  
4 Dow Road  
Prestwick  
South Ayrshire  
KA9 2TU

ICO Registration number: ZA348273

## 1.1 THE TYPES OF INFORMATION WE COLLECT

We may collect the following information:

- | Name and job title.
- | Contact information including email address.
- | Demographic information such as postcode, preferences and interests.
- | Other information relevant to customer surveys and/or offers.

## 2. How we get this personal information

We collect personal information that you provide when you complete forms on our website or when you communicate with us. We also collect certain information automatically through cookies and similar technologies, including analytics tools such as Google Analytics, which help us understand how visitors use our website.

## 3. How we use this information

We use the information we collect to understand your needs and to improve the services we provide. In particular, we process personal data for the following purposes:

- | To improve our products, services, and website functionality.
- | To send you promotional emails about products, services, or offers, but only where you have given Veracity your consent.
- | To contact you for market research purposes, where you have provided consent.
- | To personalise and tailor the website experience based on your interactions and preferences
- | We only use your personal data for these purposes where we have a lawful basis to do so, such as consent or our legitimate interests.

cont.

### Veracity UK Limited

Prestwick International Aerospace Park,  
4 Dow Road, Prestwick, UK. KA9 2TU

Tel +44 (0)1292 264 967 Fax +44 (0)845 528 1081  
info@veracityglobal.com www.veracityglobal.com

Registered in Scotland | Company Reg No. SC291812  
VAT No: GB 875 7790 58

#### **4. Lawful basis for processing**

Under the UK General Data Protection Regulation (UK GDPR), we rely on different lawful bases to process personal data depending on the purpose. We rely on your consent for activities such as sending marketing communications or contacting you for research purposes. We rely on contractual necessity where the processing is required to provide services you have requested. You may withdraw your consent at any time by contacting [dpo@veracityglobal.com](mailto:dpo@veracityglobal.com).

#### **5. How we store your personal information**

We are committed to protecting your personal data. We use appropriate technical and organisational measures to prevent unauthorised access, alteration, disclosure or loss of the information we hold. We retain personal data only for as long as necessary to fulfil the purposes for which it was collected. We regularly review our retention periods and securely delete, archive or anonymise information when it is no longer required.

#### **6. How we use cookies**

Cookies are small text files that are placed on your device when you visit a website. They help the site function properly and provide information to website owners about how visitors interact with the site. We use analytics cookies to understand how visitors use our website, such as which pages are viewed and how users navigate through the site. This information helps us improve our content and services. These cookies are only set where you have given your consent through our cookie banner. You can manage or withdraw your cookie preferences at any time using the cookie settings on our website or through your browser settings. Our website may contain links to third-party websites. Once you leave our site, we have no control over how those websites collect or use your information, and they are not covered by this Privacy Policy. We encourage you to review the privacy policies of any external sites you visit.

#### **7. Your data protection rights**

Under the UK General Data Protection Regulation (UK GDPR), you have a number of rights in relation to your personal data. These include:

- Right of access – the right to request copies of your personal data.
- Right to rectification – the right to ask us to correct inaccurate data or complete incomplete data.
- Right to erasure – the right to request that we delete your personal data in certain circumstances.
- Right to restrict processing – the right to ask us to limit how we use your data in certain circumstances.
- Right to object – the right to object to our processing of your data in certain circumstances.
- Right to data portability – the right to request that we transfer your data to you or another organisation (where applicable).

We do not sell, distribute, or lease your personal information to third parties.

You may request details of the personal information we hold about you. If you would like a copy of your data, or if you believe any information we hold is inaccurate or incomplete, please contact us at [dpo@veracityglobal.com](mailto:dpo@veracityglobal.com). We will respond and correct any inaccuracies promptly.

#### **8. Complaints**

If you have any concerns about how we use your personal data, you can contact us at: [dpo@veracityglobal.com](mailto:dpo@veracityglobal.com).

If you remain dissatisfied, you have the right to make a complaint to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

ICO Website: <https://www.ico.org.uk>

#### **9. Sign-Off**

Name: Bill Douglas

Position: IT Manager

Sign: 

Date: 15/01/2026