



## INTRODUCTION

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 EU 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

## 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.

## HOW WE GET THIS PERSONAL INFORMATION

We will collect the information when you fill in forms on our website or in any correspondence you have with us. We also receive personal information indirectly through website cookies and google analytics.

## HOW WE USE THIS INFORMATION

We require this information to understand your needs and provide you with a better service, and particularly for the following reasons:

- | To improve our products and services
- | To periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided, but only in the instance you have given Veracity explicit consent to do so
- | To contact you for market research purposes, only in the instance you have given Veracity explicit consent to do so

| To customise the website according to your interests

## LAWFUL BASIS FOR PROCESSING

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are your consent and where we have a contractual obligation.

You are able to remove your consent at any time. You can do this by contacting [dpo@veracityglobal.com](mailto:dpo@veracityglobal.com).

## HOW WE STORE YOUR PERSONAL INFORMATION

We are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

We regularly review the length of time we keep your data and will keep it only for as long as required for the purposes for which it is supplied. We will update, archive or securely delete information if it goes out of date and is no longer needed for the purpose or purposes for which it was collected.

## HOW WE USE COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. You can choose to accept or decline cookies.

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.



## YOUR DATA PROTECTION RIGHTS

Under data protection law, you have rights including:

- | Your right of access - You have the right to ask us for copies of your personal information
- | Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- | Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances
- | Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- | Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances

We will never sell, distribute or lease your personal information to third parties. You may request details of personal information that we hold about you under the General Data Protection Regulations of 25th May 2018.

If you would like a copy of the information held on you, please email [dpo@veracityglobal.com](mailto:dpo@veracityglobal.com). If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible. We will promptly correct any information found to be incorrect.

## COMPLAINTS

If you have any concerns about our use of your personal information, you can make a complaint to us at [dpo@veracityglobal.com](mailto:dpo@veracityglobal.com)

You can also complain to the ICO if you are unhappy with how we have used your data.

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

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

This revised version of our Company Privacy Policy was created on 15<sup>th</sup> July 2021.