

## **WE VALUE YOUR PRIVACY**

KAEFER Limited appreciates your interest in its services and your visit to this website. Your privacy is important to us and we want you to feel comfortable visiting our site.

KAEFER Limited take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you (your personal data) in connection with your use of our website. It also explains your rights in relation to your personal data and how to contact us or a relevant regulator in the event you have a complaint.

The data and photos displayed on the KAEFER website are for your information only. Further distribution or use of the contents by you is not permitted. We ask for your compliance. This applies particularly to all personal data mentioned there including photographs of any persons (individual or group photos).

## **DATA COLLECTION**

The following information will provide you with an overview of what will happen with your personal data when you visit this website. The term “personal data” comprises all data that can be used to personally identify you. For the purposes of this Privacy Statement KAEFER Limited is the data controller (referred to as “KAEFER UK”, “KAEFER”, “us” or “we”) and as such, is the legal entity responsible for any personal data you provide.

## **THE DATA WE COLLECT ABOUT YOU**

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

**Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.

**Contact Data** includes email address and telephone numbers.

**Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

**Usage Data** includes information about how you use our website, products, and services.

**Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties, and your communication preferences.

We may also collect, use, and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific

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website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

### **WHY WE COLLECT YOUR DATA**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform a contract we are about to enter into or have entered into with you.
- To help us to improve our service to you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

A portion of the information is generated to guarantee the error free provision of the website. Other data may be used to analyse your use and user patterns.

### **CHANGE OF PURPOSE**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **HOW YOUR DATA IS RECORDED**

KAEFER Limited collects your data as a result of you sharing your data with us. This might be information you enter into a contact form or corresponding with us by email, post, phone, or otherwise, or by providing feedback to us. Other data shall be recorded by our IT systems automatically or after you consent. This data primarily consists of technical information (e.g., web browser, operating system, or time the site was accessed). This information is recorded automatically when you access this website.

### **INTERNATIONAL TRANSFERS**

We share your personal data with KAEFER International GmbH or KAEFER SE & Co. KG, our group companies which are based in Germany. This will involve transferring your data outside the UK. KAEFER International GmbH and KAEFER SE & Co. KG have adequate levels of protection for personal data and their privacy statement is available [Data Protection - KAEFER SE & Co. KG](#).

**DATA SECURITY**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

**CHANGES TO THE PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES**

We keep our privacy policy under regular review. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

**THIRD PARTY LINKS**

This website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

**COOKIES**

Our websites and pages use what the industry refers to as “cookies.” Cookies are small data packages that do not cause any damage to your device. They are either stored temporarily for the duration of a session (session cookies) or they are permanently archived on your device (permanent cookies). Session cookies are automatically deleted once you terminate your visit. Permanent cookies remain archived on your device until you actively delete them, or they are automatically eradicated by your web browser.

Cookies can be issued by us (first-party cookies) or by third-party companies (so-called third-party cookies). Third-party cookies enable the integration of certain services of third-party companies into websites (e.g., cookies for handling payment services).

Cookies have a variety of functions. Many cookies are technically essential since certain website functions would not work in the absence of these cookies (e.g., the shopping cart function or the display of videos). Other cookies may be used to analyse user behaviour or for promotional purposes.

Cookies, which are required for the performance of electronic communication transactions, for the provision of certain functions you want to use (e.g., for the shopping cart function) or those that are necessary for the optimization (required cookies) of the website (e.g., cookies that provide measurable insights into the web audience), shall be stored on the basis of Art. 6(1)(f) GDPR, unless a different legal basis is cited. The operator of the website has a legitimate interest in the storage of required cookies to ensure the technically error-free and optimized provision of the operator’s services. If your consent to the storage of the cookies and similar recognition

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technologies has been requested, the processing occurs exclusively on the basis of the consent obtained (Art. 6(1)(a) GDPR and § 25 (1) TTDSG); this consent may be revoked at any time.

You have the option to set up your browser in such a manner that you will be notified any time cookies are placed and to permit the acceptance of cookies only in specific cases. You may also exclude the acceptance of cookies in certain cases or in general or activate the delete-function for the automatic eradication of cookies when the browser closes. If cookies are deactivated, the functions of this website may be limited.

Which cookies and services are used on this website can be found in this privacy policy.

### **CONSENT WITH BORLABS COOKIE**

Our website uses the Borlabs consent technology to obtain your consent to the storage of certain cookies in your browser or for the use of certain technologies and for their data privacy protection compliant documentation. The provider of this technology is Borlabs GmbH, Rübenkamp 32, 22305 Hamburg, Germany (hereinafter referred to as Borlabs).

Whenever you visit our website, a Borlabs cookie will be stored in your browser, which archives any declarations or revocations of consent you have entered. These data are not shared with the provider of the Borlabs technology.

The recorded data shall remain archived until you ask us to eradicate them, delete the Borlabs cookie on your own or the purpose of storing the data no longer exists. This shall be without prejudice to any retention obligations mandated by law. To review the details of Borlabs' data processing policies, please visit <https://de.borlabs.io/kb/welche-daten-speichert-borlabs-cookie/>

We use the Borlabs cookie consent technology to obtain the declarations of consent mandated by law for the use of cookies. The legal basis for the use of such cookies is Art. 6(1)(c) GDPR.

### **YOUR INFORMATION AND YOUR RIGHTS**

You have the right to request access to your personal data at any time without having to pay a fee for such disclosures. This enables you to receive a copy of the personal data we hold about you and to check we are lawfully processing it. You also have the right to demand that your data are rectified or eradicated. If you have consented to data processing, you have the option to revoke this consent at any time, which shall affect all future data processing. You have the right to demand that the processing of your data be restricted under certain circumstances. You have the right to request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you. You have the right to withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

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If you wish to exercise any of the above rights, simply send an email to [infouk@kaefer.com](mailto:infouk@kaefer.com). We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex, or you have made a number of requests. In this case, we will notify you and keep you updated.

### **DURATION OF STORAGE**

Your personal information will stay with us until the reason it was acquired no longer applies, unless a longer retention period has been specified. Unless we have other legally permissible reasons to store your personal data (like tax or commercial law retention periods), your data will be deleted if you make a valid request for deletion or withdraw your consent to data processing. In the latter case, the deletion will take place after these reasons stop being valid.

### **DATA PROTECTION OFFICER**

Our data protection officer is HelloDPO Law Ltd (company number 11210309) whose registered office is at 23 Cottingham Way, Thrapston, Northamptonshire, NN14 4PL.

### **CONTACT DETAILS**

If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact us by email at [legaluk@kaefer.com](mailto:legaluk@kaefer.com) or by post using the details set out below.

Head of Legal  
KAEFER Limited  
Riverside House  
Rolling Mill Road  
Viking Industrial Park Jarrow  
Tyne & Wear NE32 3DP  
Tel: 0191 428 7200

You have the right to make a complaint at any time to the Information Commissioner's Office ("ICO"), the UK regulator for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)) or the Data protection Commission, the supervisory authority for data protection issues in the Republic of Ireland ([www.dataprotection.ie](http://www.dataprotection.ie)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO or the Data Protection Commission so please contact us in the first instance.