

Privacy Policy – Logistex Limited

This privacy policy is provided by Logistex Limited, a company registered in England with company number 00334189, whose registered address is 2700 Kettering Parkway, Kettering, Northamptonshire, NN15 6XR ("**we**" or "**us**"). We are a supplier of technology based warehouse solutions.

From time to time, as part of running our business, we collect and use certain personal information about individuals with whom we have contact (we refer to such individuals in this policy as "**you**" or "**your**" or "**contacts**").

Under data protection law, we have certain legal responsibilities about how we collect, use and share your personal information.

This policy explains our privacy practices and covers the following:

- Whose personal information do we collect
- What personal information about you we collect and use
- Sources of personal information
- How we use your personal information
- Use of automated decision making
- Parties who we share your personal information with
- How long we retain your personal information for
- Transfers of your personal information
- How we legally justify using your personal information
- Your legal rights in relation to your personal information
- Other relevant information, including how to contact us

1 Whose personal information do we collect

We collect and use personal information relating to the following types of individuals:

- **Contacts at our customers** – we hold personal information on certain individuals at existing customers of ours e.g. a contact in a customer's procurement team or finance team.
- **Contacts at potential customers** – we collect information about people at businesses who are (or who may be) interested in our solutions, for example if you have telephoned us or have registered an interest via email or on our website, or we may have received your business card at a networking event.
- **Contacts at our partners** - we collect and use contact details of people whom we liaise with at companies who are our strategic partners e.g. those providing shuttle systems.
- **Contacts at our suppliers** - we collect and use certain personal information about contacts who work at organisations who supply goods and services to us (e.g. IT service providers, marketing services providers etc.).

2 What personal information about you we collect and use

Regardless of whose personal data we collect and use (as indicated above) the information will generally consist of the following: your name, job title, place of work, work email address, work phone number and work address.

We therefore do not collect any sensitive personal data about individuals, such as details of their health conditions, race, ethnicity, sexuality etc.. Rather, all information collected by us is in a business to business context.

3 Sources of personal information

We receive your personal information in the following ways:

- (a) **Information you provide directly to us** – when you get in touch with us, for instance by email, if you call us, or get in touch via our website or you respond to a trade press article which we publish.
- (b) **Information from your employer** – your employer may pass us your contact details, for instance if you are to act as a point of contact at a customer, partner or supplier.
- (c) **From suppliers of marketing lists** (potential customers only) – occasionally, we purchase marketing lists, which includes personal information of contacts at potential customers.

4 How we use your personal information

- (a) **Managing our relationship with existing customers** – we use personal information of contacts at our existing customers for managing our relationship with them as part of our legitimate business interests, for instance communicating with our point of contact when dealing with queries, invoicing etc..
- (b) **Marketing activity** – we liaise with potential and existing customers in order to market our solutions to them and to make them aware of our expertise, send thought leadership articles, details of sales opportunities and offers etc. This can involve us contacting both existing and potential customers by phone or email, including sending mailshots. Marketing is in our legitimate interests, as we need to undertake business development in order to promote our products and services. Please see under paragraph 10 below, regarding your right to object at any time to receiving direct marketing information from us.
- (c) **Managing relationships with suppliers and partners** – we need to communicate effectively and efficiently with our third party suppliers and partners as part of our legitimate business interests, in order to enable them to provide services to us in a timely and effective manner. Therefore, we use personal information for day to day communications and for the management of the relationship with such parties. Our communication methods include written correspondence, email, telephone, online video conferencing and face to face meetings.
- (d) **Managing accounts and other internal administrative purposes** – it is in our legitimate business interests for us to process certain limited personal information for other internal administrative purposes, including in relation to setting up and managing accounts with our suppliers, paying invoices etc..

5 Automated decision making

We have an automated software tool which informs us provides helps us by deciding what marketing information to send and to which contacts, e.g. contacts who have read our mail shots. We use the automated tool to send marketing material to existing contacts or contacts who have requested this information through our website or enquiries email address. The content issued will be related to what that particular contact has shown interest in previously, either by clicking on website links or clicking on content previously issued by us - the automated decision making tool recognises the IP addresses of such readers and enables more tailored marketing content to be sent to a recipient.

6 Parties who we share your personal information with

We share your personal information with the following third parties:

Mailchimp (potential and existing customers) – a US based marketing automation platform, which we use for emailing marketing.

SurveyMonkey (existing customers) – a US based company who provide survey software, which we use to send surveys out to our existing customers, to measure their satisfaction with our products and services.

7 How long we retain your personal information for

The length of time that we retain your personal information for varies, according to the type of individual whose personal information we have collected, and what this is being used for:

Type of individual	Applicable retention period
Existing customers	For the duration of the contract which we have with a customer plus 7 years.
Potential customers	We regularly review personal information held about potential customers (at least every 12 months), and we will delete this personal information where we reasonably consider that there is no realistic prospect of selling our products and services to that potential customer.
Contacts at our suppliers	For the duration of the contract which we have with a supplier plus 7 years.
Contacts at our partners	For the duration of the contract which we have with a partner plus 7 years.

8 Transfers of your personal information

We use MailChimp and SurveyMonkey, both of whom are based in the United States. This means that we will transfer your personal information outside the European Economic Area (EEA), which we do based on our legitimate interests (particularly that these are some of the leading providers of such services).

Both MailChimp and SurveyMonkey are registered with the US Privacy Shield framework, which means that these companies offer a standard of data protection which has been formally approved by the European Commission as offering adequate protection for personal information and means that a transfer of your personal information by us to these companies is compliant with UK data protection law.

You can find out more information about Mail Chimp's and SurveyMonkey's certification with Privacy Shield via the following links:

- MailChimp - <https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>
- SurveyMonkey - <https://www.privacyshield.gov/participant?id=a2zt0000000Gn7zAAC&status=Active>

9 Legal grounds for processing your personal information.

Every use that we make of your information must meet a legal ground in the list set out by data protection law. For all uses set out in this policy, the legal ground that we rely on is that the use is in our legitimate business interest and does not override your rights and freedoms. The specific legitimate interests are set out under paragraph 4 and 8 above, according to the different uses.

10 Your rights in relation to your personal information

If you have any questions in relation to our use of your personal information, you should first contact us using the contact details in paragraph 11 below. Under certain conditions, you may have the right to:

- (a) require us to provide you with further details on the use we make of your personal information;
- (b) require us to provide you with an electronic copy of personal information that you have provided to us;
- (c) require us to update any inaccuracies in the personal information we hold;
- (d) require us to transfer a copy of your personal information to another data controller, in a structured, machine readable and commonly used format;
- (e) require us to delete any personal information that we no longer have a lawful ground to use;
- (f) require us to restrict our use of your personal information;
- (g) where the processing of your personal information is based on us receiving your consent, the right to withdraw your consent at any time;
- (h) if we indicate that we use your personal information for direct marketing purposes, object to receiving any further direct marketing from us at any time;
- (i) complain to the Information Commissioner at any time;
- (j) object to our uses of your personal information which are based on the 'legitimate interests' legal ground, as indicated above. If any of our uses of your personal information based only on this legal ground is causing you undue harm, then we must cease using your personal information for that purpose.

Your exercise of these rights is subject to certain conditions and exemptions, for example to safeguard the public interest in investigating crimes, or protecting legal privilege. If you exercise any of these rights, we will check your entitlement and respond in most cases within a month.

If you are not satisfied with our use of your personal information or our response to you, you can complain to the contact listed at paragraph 11 below.

11 Other Information

We will use reasonable endeavours to ensure that your personal information is accurate. In order to assist us with this, you should notify us of any changes to your personal information, by contacting us as set out below.

From time to time, we may make changes to our operations and the services we provide and consequently our privacy policy may change at any time in the future. We therefore encourage you to review it from time to time to stay informed of how we are using your personal information.

We are required to employ adequate technical and organisational security measures to protect your personal information from any loss, destruction, damage or unlawful disclosure. However, no transmission of personal information can ever be guaranteed as secure. Consequently, please note that we cannot guarantee the security of any personal information which you transfer to us or which we transfer to you.

If you would like further information about the matters set out in this policy, please contact the following individual: Derek Kay- Commercial Director