

## PSM Instrumentation Ltd – Data Privacy Policy.

PSM considers that your personal data belongs to you.

We aim to respect and process your personal data with due care at all times. When visiting our website, you can feel confident that your privacy is respected.

The purpose of this policy is to inform you of the types of Personal Data we may collect when you visit PSM's website and the steps we take to protect and safeguard your personal information.

This policy and its principles apply to personal identifiable information we ask for and that you provide. By this we mean information that directly or indirectly identifies you, such as your name, physical address, e-mail address, IP number or other contact details.

We aim to process personal data that is adequate, relevant, and not excessive in relation to the purpose for which it has been collected. We believe in being transparent about the types of personal information and why we collect your information. We only collect and process personal information where we have lawful grounds to do so, and in accordance with Data Privacy Laws. On request, PSM will provide you with further information regarding our processing and protection of your personal data when visiting our websites or communicating with us through other channels. Please see the contact section below.

### Personal Data collection

We hope the following information will help you make an informed decision about sharing your personal information with us. You are always free to decide if you want to provide your personal identifiable information or not.

### Just visiting our website

By accessing and browsing our web sites and most other services, we do not require personal identifiable information. We may collect limited non-personal identifying information your browser makes available whenever you visit a website. For example, your Internet Protocol address, browser language, geographical location data, date and time, and cookies. We use non-personal information to better understand user experience and interaction with the sites and to further improve our offerings and services.



## Connecting for Business

Where you request to receive newsletters, marketing and promotional material, general information or connect with us online, we may (depending on type of contact you request) collect the following personal identifiable information, for example:

- Contact details (e-mail, address, phone, professional title or role), company name, gender and language preferences.
- Event, meeting (including feedback about content and services at events you attend through surveys), travel information.
- Where connecting on social platforms, we may also collect information you submit or post to and from our Services.
- We may look at how often you use an app and where you downloaded it.

We may also collect information from business partners, from third parties acting on your behalf, and other platforms that help provide Services. For example, we may receive meeting data from an event registration provider.

We use your personal identifiable information to provide you with the requested services and may send you marketing and promotional material relevant to you, including invites to events and seminars, product, and service offerings, to keep in contact and to provide you with news, updates, and other business-to-business related information relevant to you.

You may at any time ask us to delete your personal identifiable information. Please contact [marketing@psmmarine.com](mailto:marketing@psmmarine.com) or by telephone +44 (0)1444 410040, or write to us at PSM Instrumentation Ltd  
Unit 3 Burrell Road  
Haywards Heath  
West Sussex  
RH16 1TW

## PSM is responsible as controller

PSM Instrumentation Ltd located in Haywards Heath UK, is the data controller of personal information collected via our website and which you entrust to us. We always aim to comply with the General Data Privacy Regulation and other applicable Data privacy laws.



## Legal grounds for Collection and Processing of Personal Data

Depending on what services you request from us, we only process your personal identifiable information where we have legal grounds to do so. Where we require your consent to collect and process your personal data, the request form will be provided in a clear, specific, and expressly manner.

If we have asked for your consent, it can always be revoked at any time by contacting us and we will not use or process your personal identifiable information anymore.

## Sharing of information

As a general rule, PSM never rents or sells your personal identifiable information to other companies or individuals, unless we have your consent. We may share such information in any of the following limited circumstances:

- With your consent.
- To trusted businesses or persons for the sole purpose of processing your request on our behalf. Where this occurs, such parties are subject to agreements which require them to process such information only on our instructions and in compliance with this Privacy Notice and appropriate confidentiality and security measures.
- Where we are required by law or have good faith to believe that access, preservation, or disclosure of such information is reasonably necessary to protect the rights, property or safety of PSM, its users or the public.

## Sharing of Account-specific information

When you have created an account with us, we may share information submitted under your account among all our services as well as distributors and channel partners to provide you with a seamless experience and to improve the quality of our services. We will not disclose your account information to other people or non-affiliated companies, except in the limited circumstances described in this Notice or with your consent.

We only share your Information with data platforms and cloud providers that perform services on our behalf. We share Information with companies that help us operate and support our Services. Some vendors may be in a country other than where you live. We may also share Information with analytics and search engine providers who act on our behalf.



## Data Transfers

PSM adheres to international data protection legislation concerning transfers from the European Economic Area (EEA) and Switzerland to third countries. Data Transfers in this regard refers to all personal information that PSM transfers from the European Economic Area (EEA) which pertains to, a specific individual in the EEA or Switzerland. PSM will use commercially reasonable efforts to obtain assurances from third parties to whom we transfer data that they will safeguard personal data consistent with this policy.

Where required, PSM implements Standard Contractual Clauses approved by the EU Commission, or similar contractual clauses in other jurisdictions. This also includes transfers to suppliers and other third parties.

We may transfer your data outside the European Economic Area (EEA) only:

- If it is necessary to provide you with the information and responses that you have provided your consent for.
- if we have assured an adequate level of protection in the receiving country as required under the relevant data protection laws.

PSM will ensure the security of this personal information while in transit and would ensure usage of the personal information only in ways that are compatible with the purposes for which PSM collected the data or in a manner authorised by the individual.

## Security Measures

We aim to implement appropriate technical and organisational measures to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data.

We restrict access to your personal data to our employees and suppliers who need to use the information, to process it on our behalf, and who are contractually required to keep your personal data secure and confidential.

## Updating your information

Where we process your personal data, we aim to ensure that it is accurate and up-to-date. We will seek to erase or rectify personal data that is inaccurate or incomplete. If you need to update or correct your personal identifiable information, please contact us to advise the correct information.



## Retention

We will only retain your personal data for as long as it is necessary to fulfil the purposes outlined in this notice or the purposes of which you have otherwise been informed. We will retain your data for as long as permitted under applicable legal grounds, after which it will be deleted. If our legal grounds rely on your consent, you may revoke your consent at any time. Where you have exercised your right to withdraw your consent, we may be required to keep your personal identifiable information for defined period in order for us to meet our legal obligations and defend ourselves in legal disputes under certain circumstances.

## Your Rights as an individual under this Notice

Since we process your Personal Data, you can exercise certain rights during specific circumstances.

In relation to your Personal data, you may request to:

- Access your Personal Data (data subject access request)
- Rectify your Personal Data
- Erase your Personal Data
- Restrict the processing of your Personal Data
- Object to the processing of your Personal Data
- Withdraw your consent

All requests should be made by email to [marketing@psmmarine.com](mailto:marketing@psmmarine.com) including information such as name, e-mail address etc. necessary to verify your identity.

## Marketing information

PSM may collect information relating to you directly or indirectly through our own or other sources, such as our list of vendors, etc. When we do so, we ask the vendors to confirm that the information was legally acquired by the third party and that we have the right to obtain this information from them and use it. If you register for an event, we may collect additional information (online or offline) in relation to the event, we may also send you additional information on our products and services where applicable. When you provide us with your business contact information (such as handing over a business card) we may also communicate with you accordingly. Our legal basis for processing this personal information is consent. You have the right to withdraw your consent concerning the processing of your personal data at any time. Please direct the request of withdrawal using the unsubscribe button on our privacy notice in the communications issued to you.



## Changes to this Notice

PSM reserves the right to amend this notice from time to time. We expect most such changes to be minor, but there may be changes that are more significant. The date of the last modification is stated at the end of this document.

## Contact

If you have any additional questions or wish to exercise your rights, please feel free to contact us any time at [marketing@psmmarine.com](mailto:marketing@psmmarine.com)

## Version

This notice was published on 1<sup>st</sup> July 2023

