

PSM - General Data Protection Regulation (GDPR) Statement

This notice describes how PSM Instrumentation Ltd collect and use personal data about you, in accordance with the General Data Protection Regulation (GDPR), the Data Protection Act [1998 OR 2018] and any other national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK ('Data Protection Legislation').

For the purpose of the Data Protection Legislation and this notice, PSM Instrumentation Ltd is the 'data controller'. This means that we are responsible for deciding how we hold and use personal data about you. We are required under the Data Protection Legislation to notify you of the information contained in this privacy notice. If you have any enquiries in relation to this privacy notice or our treatment of your personal data, please contact us using the contact details noted at the end of this statement.

Due to the nature of our business, we deal exclusively with business-to-business customers, and therefore the majority of the data we hold does not relate to natural persons, and/or is not of personal nature. We do not hold any sensitive personal data, or any data pertaining to minors. We gather and hold only such data as is reasonably required for the operation of our business, including fulfilment of orders, receipt of payments, provision of after-sales technical support and conduct of ongoing sales and marketing activities within our customer base. We do not disclose or release customer data to third parties, other than when strictly necessary for the operation of our business (or if required by competent authorities). We never sell or otherwise make available any data for sales and marketing purposes by third parties not associated with PSM Instrumentation Ltd.

All our customer data has been collected in the normal course of our business from sources such as sales records, incoming customer queries, visits to our trade show stand, etc. We have not purchased data from external sources; should this change in the future; we undertake to ensure as far as reasonably possible that any such data is fully GDPR-compliant.

Our marketing communication comprises mostly of content and channels (such as website content and online and print advertising in trade publications) which is not directed at specific individuals; therefore, we hold no individually identifiable information about the audience of such communications. We occasionally send commercial e-mail to our customers, sales partners and other stakeholders, and for such purposes we hold the recipients' names and e-mail addresses in a secure database. All such commercial e-mails include 'unsubscribe' features allowing the recipient to easily and immediately opt out of future e-mail communications of similar nature should they so wish.

We use website 'cookies' to provide for a functioning and convenient user experience on our website. We also analyse website usage and traffic patterns in summary terms. We do not track user activities outside of our website. No personally identifiable information is gathered on our





website, other than optionally by way of contact forms, feedback forms and similar, whereby the user opts to submit to us some personal details and thereby consents to its use by PSM.

If you have any questions regarding this notice or if you would like to speak to us about the way we process your personal data, please contact us on +44 (0)1444 410040.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues, at any time. The ICO's contact details are as follows:

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

Telephone - 0303 123 1113 (local rate) or 01625 545 745

Website - <https://ico.org.uk/concerns>



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