

## **Privacy Policy**

GD Rectifiers is committed to safeguarding your privacy online. Please read the following policy to understand how your personal information will be used when you buy, enquire or register on the GD Rectifiers website.

### **What personal information do we collect from you?**

GD Rectifiers collects information in several ways:

Some personal information is gathered when you register. During the registration process we will ask you for details such as your name, telephone number, fax number, email address, company name, address, company's area of business, your primary product interest and how you heard about GD Rectifiers.

We will collect financial, payment and purchased product information as part of the order process.

We may keep copies of information you submit when you send email feedback to the site, ask a technical question, or report a problem. If you contact GD Rectifiers, we may keep a record of that correspondence. GD Rectifiers may also occasionally ask users to complete surveys that we use to understand our customers' needs and improve our service.

We may also record some details of how you use the site, such as adverts you click on, products you search for, products you purchase, and the information you download. If you accessed this site following a search on the internet, we may record the search you undertook and how it relates to your use of our site.

Please note that we may also record telephone calls for compliance, quality and staff training purposes.

### **How do we protect your personal data online?**

GD Rectifiers always aim to deliver the highest level of service and security to our customers and our website has been specifically designed with your security in mind.

Our site uses up-to-date industry procedures to protect your personal information.

We have appropriate security measures in place in our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you via our site.

### **How do we use your information?**

GD Rectifiers uses your information for the purposes of order fulfilment, direct marketing activities, helping suppliers to understand the businesses that use their products, for the administration of competitions you may enter and to provide you with customised and

relevant information on the homepage when you visit our site.

GD Rectifiers conducts research on our users' demographics, interests and behaviour. This enables us to better understand and serve our users and to review, develop and improve the products and services we offer.

### **GD Rectifiers Update Mailing Lists**

GD Rectifiers holds a list of business contacts who are active in our industry and have purchased from us or expressed a serious interest in purchasing. The mailing list is used to update these representatives of existing and potential customers, as well as those who have voluntarily signed up for these mailings, on developments in the industry and the products we offer. All emails include an opportunity to unsubscribe from future mailings.

### **Your Rights**

Individuals have the right to ask to view the information we hold about them, request the correction or deletion of data or ask us to stop the processing we undertake. As a point of principle, any such request will be considered and complied with where it is permitted by the legislation and not overridden by another consideration (such as the need to keep legally required records or the privacy of another individual). Requests should be directed to the email address below.

### **Additional Information**

Questions regarding this policy should be directed by email to: [marketing@gdrectifiers.co.uk](mailto:marketing@gdrectifiers.co.uk)

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