

## **Privacy Policy**

In this policy, Brickability Group refers to Brickability Group Plc and all its subsidiary companies.

This privacy policy outlines how Brickability Group uses and protects any personal information you share with us, whether through our website, over the phone, via email, or in person.

Brickability Group is committed to ensuring that your privacy is protected. Should we ask you to provide certain information that can be used to identify you, rest assured that it will only be used in accordance with this privacy statement and applicable data protection regulations.

We may update this policy from time to time, so please check this page regularly to ensure you are aware of any changes.

Data and Information are used synonymously within this policy.

### **What we collect**

We may collect the following information:

- Name and job title
- Contact information such as postal address, postcode, email address, and telephone number
- Payment information (when transacting business with us)
- Demographic information such as general location, preferences, and interests
- Other information related to customer surveys and/or offers

### **What we do with the information we collect**

We collect and use your information for a variety of purposes, all in line with applicable data protection regulations. These purposes are detailed below.

#### **Data use for conducting business**

We use the personal information you provide to conduct and facilitate business transactions, ensuring that we can deliver our products and services effectively. This includes:

- Processing your orders and delivering products or services.
- Maintaining accurate internal records for business transactions.
- Communicating with you regarding your orders, inquiries, and any business-related issues.
- Providing customer support (including warranties) and handling any issues or complaints related to the services or products you have purchased from us.
- Tailoring our services and communications to better meet your needs and preferences.

In this context, we may also use your information to maintain our business relationship with you, providing you with updates and service information relevant to your business with us.

### **Data use for confirming credit arrangements**

In cases where you request credit or payment terms, we may use the personal information you provide to verify your creditworthiness and confirm any credit arrangements. This may involve:

- Conducting credit checks with third-party credit reference agencies, where necessary.
- Using your business and payment history with us to assess your eligibility for credit.
- Sharing your information with credit reference agencies or financial institutions, if required, to facilitate credit approvals or confirm your financial standing.

Please note that these credit checks will only be conducted when you request credit terms, and they will always be carried out in compliance with data protection laws.

### **Data use for marketing and market research**

#### **Direct marketing:**

If you have given us consent, we may use your contact details to send you marketing communications regarding our products, services, special offers, or other information we believe may interest you. These communications will always be related to products or services you have purchased from us or shown interest in.

#### **Market Research:**

We may use your information to contact you for feedback or market research purposes. These requests will relate to products or services you have purchased or interacted with, and your responses help us improve our offerings and customer service.

We will only contact you through the methods you have consented to, such as phone, email, or mail. Any consent you provided may be withdrawn by you at any time.

#### **Security**

We are committed to ensuring that your personal information is secure. In order to prevent unauthorised access or disclosure, we have implemented appropriate physical, electronic, and operational procedures to safeguard and secure the information we collect, whether through our website, over the phone, via email, or in person.

#### **How we use cookies**

A cookie is a small file that is placed on your device's hard drive with your consent. Cookies help websites operate more efficiently by tracking your preferences and personalising your browsing experience.

We use cookies for the following purposes:

- **Analytics cookies:** These allow us to analyse which pages on our website are being used, helping us improve the website. All information collected is anonymous and is used for statistical analysis only.
- **Functional cookies:** These ensure that the website operates smoothly and according to your preferences.
- **Advertising cookies:** These enable us to provide you with content relevant to your browsing behaviour. These cookies allow advertising networks to track your browsing activity and serve personalised ads.

You can choose to accept or decline cookies. By default, you will be presented with clear consent options (Yes/No) when first accessing the website. You can also modify your browser settings to deny cookies at any time. However, please note that this may prevent you from enjoying the full functionality of our website.

### **Links to other websites**

Our website may contain links to external websites. Once you leave our site, we no longer have control over how your data is handled. Therefore, we cannot be responsible for the protection and privacy of any information you provide while visiting external websites. Please consult the privacy policies of those websites for further information.

### **Transfer of information**

In general we do not transfer your data outside the UK, EU or EEA, however we may transfer your personal data outside these areas in limited cases for consolidated financial reporting. Specifically, data may be transferred to Israel, which benefits from an EU GDPR adequacy decision, and to the United States, where transfers are safeguarded by Standard Contractual Clauses (SCCs), and technical measures to ensure security of transfer and storage, to ensure compliance with GDPR.

### **Controlling your personal information**

You have the right to control how your personal data is used. You may restrict the collection or use of your personal information in the following ways:

- If you have previously consented to receive marketing communications from us, you can withdraw this consent at any time by writing to us at [enquiries@brickabilitygroupplc.com](mailto:enquiries@brickabilitygroupplc.com).
- We will not sell, distribute, or lease your personal information to third parties unless we have your explicit consent or are required by law to do so.

You have several rights regarding your personal information under data protection laws. You can exercise these rights at any time by contacting us at [gdpr@brickabilitygroupplc.com](mailto:gdpr@brickabilitygroupplc.com) or writing to us at Brickability Group PLC, South Road, Bridgend Industrial Estate, Bridgend, Mid Glamorgan, CF31 3XG.

#### **Your Rights:**

1. **Right to Access:** You have the right to request a copy of the personal data we hold about you, which we must provide within one month.
2. **Right to Rectification:** If any of the information we hold about you is inaccurate or incomplete, you can request that we correct or update it.
3. **Right to Erasure (Right to be Forgotten):** You can ask us to delete your personal data in certain circumstances, such as when it is no longer necessary for the purposes for which it was collected. Please note however that we are required to keep some data by law, which may not be deleted.
4. **Right to Restrict Processing:** You can request that we restrict the processing of your data if you contest its accuracy, if the processing is unlawful, or if you need the data for legal claims.

5. Right to Data Portability: You have the right to receive your personal data (that you provided to us) in a structured, commonly used, and machine-readable format, and to ask us to transfer it to another data controller where technically feasible.
6. Right to Object: You can object to the processing of your data for direct marketing purposes or when the processing is based on our legitimate interests.
7. Right to Withdraw Consent: If we are processing your personal data based on your consent, you have the right to withdraw that consent at any time.
8. Right to Complain: If you believe we are not handling your personal data in compliance with data protection laws, you have the right to file a complaint with the Information Commissioner's Office (ICO) at this site: <https://ico.org.uk/make-a-complaint/>.

In line with the UK GDPR, exercising your rights is provided free of charge. In exceptional cases of excessive or repetitive requests however, a fee may be charged.

#### **Cookie consent and management**

When visiting our website, you will be asked to provide explicit consent for the use of cookies via a clearly visible prompt. This prompt allows you to select which types of cookies you wish to enable: Functional, Analytics, Advertising, or Other. If you do not wish to allow cookies, simply decline during the prompt.

Please note that some cookies, such as analytics cookies, may involve transferring data to third-party services (e.g., Google Analytics) located outside the UK, including in the United States. We ensure that appropriate safeguards are in place to protect your data during such transfers, in compliance with applicable regulations.

#### **Changes to This Policy**

We may update this policy from time to time to reflect changes in our practices or applicable law. You should check this page periodically to ensure you are aware of the most current version. If we hold your data we will contact you to let you know of changes to our privacy policy.