

# **Privacy Policy**

## **2018**

## Privacy Policy

FloodDefences.com is committed to protecting and respecting your privacy.

This privacy policy sets out how FloodDefences.com uses and protects any information that you give Flood Control International Limited when you use this website. By visiting [www.flooddefences.com](http://www.flooddefences.com) you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the Act), the data controller is FloodDefences.com, trading name of Lakeside Flood Solutions Ltd., Invest House, Bruce Road, Fforestfach Industrial Estate, Swansea, SA5 4HS.

## INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site [www.flooddefences.com](http://www.flooddefences.com) or by corresponding with us by phone, e-mail or via social media
- Responses you may submit to newsletters
- Details of your visits to our site, including, but not limited to, traffic data, location data, weblogs and other communication data, and the resources that you access.

## COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site.

Our cookies aren't used to identify you personally. They're just here to make the site function better.

To learn more about cookies and how to manage them, visit [AboutCookies.org](http://AboutCookies.org). Please also see our Cookie Policy to find out more about how and where we use cookies.

## IP ADDRESSES

We may collect information automatically about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

## LINKS TO OTHER WEBSITES

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement.

## USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service.

We may also use your data to provide you with information about goods and services which may be of interest to you and we may contact you about these by email, post or telephone.

## **DISCLOSURE OF YOUR INFORMATION**

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If FloodDefences.com or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply and other agreements; or to protect the rights, property, or safety of FloodDefences.com, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **WHERE WE STORE YOUR PERSONAL DATA**

All information you provide to us is stored on our secure servers. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we use strict internal procedures to try to prevent unauthorised access.

We will not sell, distribute or lease your personal information to third parties. You may request details of personal information which we hold about you under the Data Protection Act 1998. Any access request may be subject to a small fee to meet our costs in providing you with details of the information we hold about you.

## **YOUR RIGHTS**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise this right at any time by contacting us.

## **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

## CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be sent to [sales@flooddefences.com](mailto:sales@flooddefences.com) or addressed to FloodDefences.com, trading name Lakeside Flood Solutions Ltd., Unit 2E Invest House, Bruce Road, Fforestfach Industrial Estate, Swansea, SA5 4HS.



75 Kew Green, Kew, London TW9 3AH  
+44 20 357 35880 [sales@flooddefences.com](mailto:sales@flooddefences.com)

