

MIDLAND FIXINGS LTD PRIVACY POLICY



STATEMENT OF INTENT

This privacy policy sets out how Midland Fixings Ltd uses and protects any information that you provide when using this website. The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. This website complies with General Data Protection Regulation (GDPR) and requirements for user privacy.

Midland Fixings Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

The information we collect

We collect information about you when you complete a contact form, a credit account application form or place an order for products or services. Website usage information is collected using cookies (see definition below).

This information may include:

1. name and job title
2. contact information including email address and phone number
3. demographic information such as postcode, preferences and interests in relation to our products and services

What we do with this information

1. We collect information about you to process your order, manage your account and, if you agree, to email you about other products and services we think may be of interest to you.
2. We use your information collected from the website to personalise your repeat visits to our website.
3. Midland Fixings Ltd will not share your information for marketing purposes with other companies.
4. In processing your order, we may send your details to, and also use information from credit reference agencies and fraud prevention agencies.
5. To ensure your products reach you on time we may share your details with third party couriers.

Marketing

MIDFIX will send you marketing communications on services, products and offers by email but we do not do so without your consent. These email campaigns may contain tracking software within the actual email. Your activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is not a comprehensive list]. This information is used to refine future emails and to supply you with more relevant content based around your activity.

All marketing emails are sent with an un-subscribe feature, this process is detailed at the footer of each email campaign. If you do not wish to receive any further marketing communications from us please email us stating that you wish to opt-out of receiving further emails with your full name and company details.

Access to your information and correction

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to MIDFIX, The Parris, Lilac Grove, Beeston, Nottingham, NG9 1PJ, England. If any of the information that you have provided to us changes, for example if you change your email address or name, please email us with these changes.

Cookies

This website uses cookies to better the user's experience whilst browsing. Where applicable a cookie control system allows the user on their first visit to accept or decline the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from the user before leaving behind or reading files such as cookies on their computer / device.

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computer's hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website but will not store, save or collect personal information. You can read Google's privacy policy here for further information <https://www.google.com/privacy.html>.

As a customer of HubSpot (HubSpot is an American developer and marketer of software products for inbound marketing, sales, and customer service) we will collate and store data submitted to us when you complete any customer form on midfix.co.uk. For further



Midland Fixings Ltd
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Call 0115 922 1585
Email sales@midfix.co.uk
Visit www.midfix.co.uk

information on HubSpot Customer Terms of Service please visit <https://legal.hubspot.com/terms-of-service>.

This website also uses a live chat feature, this software is provided by HubSpot. The software will save a cookie to your computer's hard drive to track and monitor your engagement and usage of the website but will not store, save or collect personal information. HubSpot does not disclose any of this information. You can read HubSpot privacy policy [here](#).

Other cookies may be stored to your computer's hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected. For more information about cookies please visit www.allaboutcookies.org.

IP Addresses

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. We do not record or share the IP address of any of our visitors, this is statistical data about your browsing actions and patterns in relation to our website.

Other websites

Our website contains links to other websites. This privacy policy only applies to this website so when you link to other websites you should read their own privacy policies.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that MIDFIX participate with are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

We advise you use social media platforms wisely and communicate/engage on them with due care and caution in regard to your own privacy and personal details. MIDFIX will never ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons that shares web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share web page respectively through your social media platform account.

Shortened Links in Social Media

Some social media platforms shorten lengthy URLs [web addresses] (this is an example: <http://bit.ly/zyVUBo>). Users are advised to take caution and good judgment before clicking any shortened URLs published on social media platforms by MIDFIX. Despite the best efforts to ensure only genuine URLs are published, many social media platforms are prone to spam and hacking and therefore this website and it's owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Changes to our privacy policy

We keep our privacy policy under regular review, this policy was last updated on 19th September 2019. We advise you occasionally check this page to ensure that you are happy with the changes.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to marketing@midfix.co.uk.



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Midland Fixings Limited Privacy Policy	001	19/09/2021

Revision History

Reason for Revision	Revision number	Revision Date	Approved By
The use of HubSpot software	002	19/04/2022	Scott Humphris