

East Midland Coatings Ltd Privacy Policy

Who we are

At East Midland Coatings Limited, we are committed to maintaining the trust and confidence of our customers, suppliers, partners and visitors to our website. We are not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes.

In this privacy policy we provide detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it others, and how we keep it secure.

The types of data we collect and what we use it for

Website Cookies

Our website does not use cookies.

Analytical Data

When someone visits www.eastmidcoat.com we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Mailing Lists

As part of the registration process for our monthly e-newsletter, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to inform you of exciting news and developments at EMC; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see [MailChimp's privacy notice](#). You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer Sharon Cobley (with safe link to my email address)

Sharing your data

If you apply for a trading account with ourselves, we will share basic details with Credit Safe, purely for the purpose of establishing your credit rating. This information is already held by Credit Safe so by sharing this we are not providing them with any additional information.

Access to your personal information

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer Sharon Cobley (with safe link to my email address) or by writing to:

East Midland Coatings Limited, Barleyfield, Hinckley, LE10 1YE

Changes to this privacy notice

This policy is under constant review and this version was produced on (date). If we make any amendments to this privacy notice the changes will be published here.