

## DATA PROTECTION PRIVACY POLICY STATEMENT

### 01.00 : Scope

This document is the Privacy Policy Document 'PPD010' of Lamberts (Norwich) Ltd. The purpose of PPD010 is to provide an overview of Lamberts, the activities it carries out and the standards and expectations. Lamberts (Norwich) Ltd can be referenced as Lamberts, the Company or by we, us, our, etc. The issue status is indicated by the issue No. and Date in the footer of this document. Please note that PPD010 is only valid on day of printing. PPD010 can be fully revised and re-issued at the discretion of the Senior Management Team.

### 02.00 : Privacy Policy

Lamberts are committed to protecting and respecting your privacy. For the purposes of data protection legislation, we are the data controller and we will process your personal data in accordance with the General Data Protection Regulation (EU) 2016/679 and national laws which relate to the processing of personal data. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

### 03.00 : Website Visitors

We may collect and process personal data about you in the following circumstances :

- When you complete forms on our website 'Site' ([www.Lamberts.co.uk](http://www.Lamberts.co.uk)).  
This includes your email address, name, contact telephone number and address.  
These are provided when registering to use our Site, subscribing to our services, requesting further services.
- Whenever you provide information to us when reporting a problem with our Site, making a complaint, making an enquiry or contacting us for any other reason. If you contact us, we may keep a record of that correspondence.
- Details of your visits to our Site including, but not limited to, traffic data, location data, IP address, weblogs and other communication data, whether this is required for our own billing purposes or otherwise, and the resources that you access.
- Whenever you disclose your information to us, or we collect information from you in any other way, through our Site.

We may also collect data in the following ways:

- We may collect information about your device, including your Internet Protocol address, for reasons of fraud protection.
- We may also collect information about your device's operating system, device type, screen resolution and browser type, for system administration and we may report aggregate information to our advertisers. This is statistical data about our users' browsing systems, actions and patterns, and does not identify any individual.
- We may use your personal data for the legitimate interests of Lamberts in order to :
  - Provide you with products, information or services that you requested from us.
  - Improve our Site and services, such as, ensure the content from is presented effectively for you and your device.
  - Process and deal with any complaints or enquiries made by you.
  - Contact you for marketing purposes (subject to obtaining your prior consent where necessary).

### 04.00 : Cookies

Cookies are tiny files that communicate between websites and your local computer; they are stored on your hard drive but do not hold personal information about you, such as your credit card details, your name or your address. They recognise the individual computer, tablet or mobile phone through a secure token, but not you.

Our Site uses cookies to distinguish you from other users of our Site. This helps us to provide you with a good experience when you browse our Site and also allows us to improve our Site. Lamberts use cookies to understand your customer journey through our website and to enable us to make the website easier, simpler and quicker for you to use, as well as to help us understand and resolve any technical errors. We place the utmost importance upon our customer service provision and your security, to be able to make purchases on any website you would need to have cookies enabled on your Internet browser; you can, however still use the Lamberts website to research product information without having cookies enabled.

Cookies for analytic's programmes allow us to see how customers use the Lamberts website, where there are problems with its design and functionality, and where we can make the customer experience better still. These cookies do not trace personal information such as your name, but can track how often your computer visits a website, which pages your computer visited and in which order, and where you left the website. This type of information helps to make the website and our marketing more relevant to you, it never shows personally identifiable data and is not seen by anyone outside of Lamberts, affiliated companies or Google.

#### 05.00 : Customers

We will collect details such as your email address, name, contact telephone number, address, bank details when you order goods or services from us either via our Site, by email, by telephone (we record all telephone conversations, although credit card details are not recorded), if you complete an order / transaction form or send us a purchase order. We will use this information to process your order and comply with our contractual obligations.

In order to perform our contact with you, we may also need to share personal data with third parties such as payment providers, sub-contractors, suppliers, hauliers and postal service organisations to assist in the delivery of goods or services you have ordered.

- We may also advertise your feedback on our website (subject to obtaining your prior consent where necessary).
- We will retain your information as long as we require this to provide you with the goods or services from us.
- Where you have subscribed to receive marketing correspondence from us we will keep personal data for 2 years.  
You may exercise your right to opt-out of receiving marketing correspondence from us at any time.

#### 06.00 : Suppliers

We will collect details such as email address, name, contact telephone number, address, bank details in order to contact you about goods or services ordered with you and to place further orders.

#### 07.00 : Marketing

We may use Customer personal data for our legitimate interests in order to provide you with details about our goods, services, business updates and events which we think may be of interest.

["Yes I Consent to receiving Marketing & Product Information from Lamberts"](#)

You have the right to opt-out of receiving this information at any time

- by email : unsubscribe@Lamberts.co.uk
- by post : Attn Marketing Dept : Lamberts (Norwich) Ltd. Whiffler Road, Norwich, Norfolk. NR3 2AY
- by Phone : 01603 422141
- by clicking the unsubscribe button contained in any such communication received.

#### 08.00 : Automated Processing

We may use information regarding past purchasing patterns, purchasing history, market sector and your type of business in order for us to tailor our marketing material to your specific behaviour and activities. We may use email monitoring services to monitor the emails which we send to obtain information such as but not limited to :

- Time of receipt.
- Time of opening.
- Device user opened with.
- Location it was opened in.
- Which parts of the email was interacted with.

- We may use systems that link your social media accounts to your account if registered with the same email address.
- Where you have provided us with a mobile number we may market to you using SMS and Push notification interactions.
- We may link this data to your account to determine what offers or informational emails or mailings may be of interest.

#### 09.00 : Legal Basis for Processing Your Personal Data

In accordance with data protection legislation we are required to notify you of the legal basis upon which we process your personal data. We process your personal data for the following reasons :

- For performance of a contract we enter into with you.
- Where necessary for compliance with a legal obligation we are subject to.
- For our legitimate interests (as described within this policy).

#### 10.00 : Right to Withdraw Consent

Where you have provided your consent to the collection, processing and transfer of your personal data, you have the legal right to withdraw your consent under certain circumstances. Contact details as per Section 07.00

### 11.00 : Disclosure of Personal Data to Third Parties

We may disclose your information to third parties for the following legitimate interests :

- To staff members, suppliers, contractors and hauliers in order to facilitate the provision of goods or services.
- To our affiliated entities to support internal administration.
- IT software providers that host our website and store data on our behalf.

Your payment information (for example debit & credit card details) provided when you make a purchase from our website is not received or stored by us. That information is processed securely and privately by the third party payment processors Sage Pay and Paypal. Lamberts do not have access to that information at any time. We may share your personal data with our payment processors, but only for the purpose of completing the relevant payment transaction.

We may disclose personal data to the police, regulatory bodies, legal advisor's or similar third parties where we are under a legal duty to disclose or share personal data in order to comply with any legal obligation, or in order to enforce or apply our website terms and conditions and other agreements; or to protect our rights, property, or safety of our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

- We will not sell or distribute personal data to other organisations without your approval.
- We will not transfer your personal data outside the European Economic Area.

### 12.00 : Data Security

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Information you provide to us is shared on our secure servers. We have implemented appropriate physical, technical and organisational measures designed to secure your information against accidental loss and unauthorised access, use, alteration or disclosure. In addition, we limit access to personal data to those employees, agents, contractors and other third parties that have a legitimate business need for such access.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your data, we cannot guarantee the security of your information transmitted to our Site, any transmission is at your own risk. You accept the inherent security risks of providing information and dealing on-line over the Internet and will not hold us responsible for any breach of security.

### 13.00 : Access to, Updating, Deleting and Restricting Use of Personal Data

It is important that the personal data we hold about you is accurate and current. Please keep us informed if the personal data we hold about you changes. Data protection legislation gives you the right to object to the processing of your personal data in certain circumstances or withdraw your consent to the processing of your personal data where this has been provided. You also have the right to access information held about you and for this to be provided in an intelligible form. If you would like a copy of some or all of your personal information, please send an email to [dataprotection@lamberts.co.uk](mailto:dataprotection@lamberts.co.uk)

You can also ask us to undertake the following :

- Update or amend your personal data if you feel this is inaccurate.
- Remove your personal data from our database entirely.
- Send you copies of your personal data in a commonly used format.
- Restrict the use of your personal data.

We may request specific information from you to help us confirm your identity and your right to access, and to provide you with the personal data that we hold about you or make your requested changes. Data protection legislation may allow or require us to refuse to provide you with access to some or all the personal data that we hold about you or to comply with any requests made in accordance with your rights referred to above. If we cannot provide you with access to your personal data, or process any other request we receive, we will inform you of the reasons why, subject to any legal or regulatory restrictions.

To view any of your registered details on the Lamberts website, simply login click on the 'My Account' button. If you wish to make any changes to your account, please email us at [dataprotection@lamberts.co.uk](mailto:dataprotection@lamberts.co.uk). You may request a login by speaking with any member of our Sales team or by email : [register@lamberts.co.uk](mailto:register@lamberts.co.uk)

**14.00 : Changes to our Privacy Policy**

We reserve the right to update this privacy policy at any time, and any changes we make to our privacy policy will be posted on this page. A revised policy will apply to information collected after the date the policy is changed. We will notify you if there are any changes to this policy that materially affects how we collect, store or process your personal data. If we would like to use your previously collected personal data for different purposes than those we notified you about at the time of collection, we will provide you with notice and, where required by law, seek your consent, before using your personal data for a new or unrelated purpose. We may process your personal without your knowledge or consent where required by applicable law or regulation.

**15.00 : Website Links**

Our Site may, from time to time, contain links for websites of third parties. Please note that if you follow a link to any of these websites, such websites will apply different terms to the collection and privacy of your personal data and we do not accept any responsibility or liability for these policies. Please check their policies before you submit your information to these websites.

**16.00 : Copyright Information**

You may download, view, copy and print documents and graphics incorporated in these documents or from this website solely for personal, informational, non-commercial purposes. Except as expressly provided herein, you may not use, download, upload, copy, print, display, perform, reproduce, publish, license, post, transmit or distribute any information from Lamberts documents or website in whole or in part without the prior written permission of Lamberts.

**17.00 : Contact Us**

If you have any comments or queries in connection with our privacy policy please e-mail : [dataprotection@lamberts.co.uk](mailto:dataprotection@lamberts.co.uk)

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