

# Eland Cables' Privacy Policy

Eland Cables Limited ("Eland Cables") has long recognised that individuals and other legal entities with whom it conducts business value their personal data. Modern information and communication technologies play a fundamental role in the activities of Eland Cables. It is the goal of Eland Cables to balance the benefits of technology with the right of its customers and contacts to prevent the misuse of their personal data.

This policy applies to your use of the website (the "Website") and to your provision of personal data to Eland Cables whether through the Website or in any other manner. The policy sets out how your personal data will be collected, processed and stored. The information that you provide to Eland Cables or that Eland Cables acquires about you will always be used exclusively for the purposes listed in this policy to support your relationship with Eland Cables. It will not be given or sold to any outside organisation for its use in marketing and solicitation.

Eland Cables reserves the right to change, modify or update this statement at any time. If any changes are made Eland Cables will notify you by posting an announcement on the Website and may contact you to request your consent to any substantial changes. If you continue to use the Website, or to otherwise provide personal data to Eland Cables following any such changes being notified in this way, you will be deemed to have agreed to the new policy terms.

## Eland Cables

Eland Cables Limited is a company registered in England under number 01229226, with its registered address at 120 Highgate Studios, 53-79 Highgate Road, London NW5 1TL, United Kingdom.

Eland Cables Limited is the data controller in respect of any personal data provided to it or acquired by it through the Website for the purposes of the Data Protection Act 1998 and is registered with the UK Information Commissioner's Office under registration number Z7694000.

## Your Consent to Processing and Your Rights

By using the Website, and/or otherwise providing your personal data to Eland Cables and/or generating personal data through the Website, you consent to the processing of your personal data in the manner set out in this policy.

You may, at any time, review or ask for the rectification of, any of your personal data that Eland Cables holds. Eland Cables is permitted by law to charge a small administration fee for the provision of this information to you. You may also object, at no charge, to any further use of your personal data, such as for direct marketing purposes, by contacting Eland Cables using the contact details below.

## The Collection and Processing of Your Personal Data

In some circumstances, Eland Cables may request personal information from you, such as your name, e-mail address, company name, business address, domain names, telephone or fax numbers, purchase history and ordering information and related data. Your response to such enquiries is strictly voluntary. Eland Cables monitors and records telephone conversations for quality and training purposes (including the improvement of customer services) and monitors emails sent to Eland Cables' email accounts. Eland Cables will also collect and process any correspondence between you and Eland Cables.

Eland Cables also collects technical information about you with respect to your use of the Website. This information is collected automatically through the use of cookies and requires no action on your part. The information relates to whether you visit the Website, how often you visit and what parts of the Website you visit most often. For more information on the use of cookies on this Website, please see the "Cookie Policy" below.

Eland Cables will process your personal data in the following ways:

- (a) to provide you with access to the Website;
- (b) to analyse, administer, support, improve and develop Eland Cables' products, services and web-based offerings;
- (c) order processing and after-sales service;
- (d) to set up and administer your Eland Cables account; and
- (e) to contact you regarding your Eland Cables account and keep you informed of important changes or developments to it or Eland Cables.

Eland Cables may also use your personal data to send you further information about its products or services (in addition to specific information which you request or which it needs to send to you). Eland Cables may send this information by e-mail, post, fax, or by calling you, unless you have registered with a mail preference service to indicate that you do not wish to receive communications in this manner. You are free at any time to opt-out of receiving such communications by contacting Eland Cables using the contact details below.

In general, you can visit the Website without disclosing any of your personal data. However, there are areas of the Website that require the disclosure of personal data to complete their customisation functions and may not be available to those choosing not to disclose the information requested.

## Disclosure to Third Parties

Eland Cables may disclose your personal data to third parties for business administration purposes, such as order fulfilment and payment processing, as well as to its professional advisers.

Eland Cables may disclose aggregate statistics about its Website visitors, customers and sales in order to describe its services to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics will not include personal data (including any information from which your identity may be ascertained).

Eland Cables may disclose your personal data if required to do so by law or if it believes that such action is necessary to protect and defend the rights, property or personal safety of Eland Cables or its employees, the Website or visitors to the Website. Eland Cables may also disclose your personal data to potential purchasers or investors on the sale of the whole or any related part of Eland Cables' business and/or assets.

## Cookie Policy

Eland Cables uses cookies in its Website. These are used solely for the purpose of improving the experience of the Website for the customer by remembering certain settings or pages visited. For details on how we use cookies please refer to our Cookie Policy.

## General Data Protection Regulation (GDPR)

Eland Cables is compliant with the General Data Protection Regulations, processing and managing your data under the terms of the legislation, on a case-by-case basis as below:

### Expression of consent

The named individual has, clearly and without obligation, granted consent verbally, by email, or in writing, for us to hold relevant information and contact him/her/them accordingly for a pre-determined length of time.

### Legitimate interest

The data is used as the named individual:

- i) approached us directly with an interest in our products or services;
- ii) works for an organisation who currently or have previously requested a quotation and/or ordered our products or services;
- iii) works within an identified organisation where their position or remit can reasonably be assumed to include the procurement of cable products or related services, or are in a position to influence the decision as to who to appoint as a supplier of such products; or
- iv) works for an organisation where there is clear synergy to collaborate on projects to the advantage of both companies.

## Contractual obligation

The data held is required as the individual is:

- i) the named contact on any contractual documentation and/or work within the an account administration role in a company we have supplied cable products or solutions to or is contracted to provide products or services to us;
- ii) the individual or representative of an organisation who has requested and/or received payment from Eland Cables.

Data held under the GDPR expression of consent will be maintained for a period of 10 years before seeking a renewed grant of consent, or until such time as the consent is withdrawn.

Data held under legitimate interest will be kept for a maximum of 8 years after the last request for quotation, a maximum of 25 years where an order has been place (to be stored off-CRM in a secure backup with restricted access), or until such time as we are notified of their change of role or change of company. This period of time is reflective of cable lifespan for traceability, procurement processes, and the securing of funding for major works.

Data held under contractual obligation will be maintained for a standard 7 year period as required by our auditors and banking providers, which for the purposes of product traceability, will be linked to the account for a maximum of 25 years.

Additionally, Eland Cables will provide requested information under obligation to any regulator, government agency or other such organisation.

## Right to be forgotten

At any time, a person is within their rights to request to see the information held on them and to request to 'be forgotten'. Such a request will be acknowledged and completed within a timely manner, with all information not pertaining to information required for contractual obligation or regulatory reasons purged from our systems.

## More information

Should you require more information on our GDPR practices, the systems and protocols set in place to protect information and comply with this regulation, or to request the information held and/or invoke your right to be forgotten, please email [gdpr@elandcables.com](mailto:gdpr@elandcables.com).

## Security and Data Protection

Eland Cables employs security measures to protect your personal data from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. Eland Cables has implemented a security policy that guards against unauthorised access. Unfortunately, the transmission of information via the internet is not completely secure. Although Eland Cables will use reasonable endeavours to protect your personal data, it cannot guarantee the security of data transmitted to the Website; any transmission is at your own risk.

Eland Cables will keep your personal data only for as long as is reasonably necessary for the purposes outlined in this policy, or for the duration required by law, whichever is the longer.

If you have any questions about this data protection statement, the data processing practices of Eland Cables, or your dealings with this Website, you can contact Eland Cables by e-mail at [dataprotection@elandcables.com](mailto:dataprotection@elandcables.com) or by post to the address below:

Data Protection  
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