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## Privacy Policy

### 1. IMPORTANT NOTICE

This is the Privacy Notice of EnCarbonSys (“Encarbonsys”, “we”, “us” or “our”) and sets out how we collect, use, share, secure and process your personal data. It also details your choices regarding our use of your personal information, and how you can access and correct any information we hold. This Privacy Notice also provides certain information that is legally required and lists your rights in relation to your personal data. Please read this Privacy Notice to understand how we may use your personal data.

This Privacy Notice applies to <https://encarbonsys.com>, a site owned and operated by EnCarbonSys and relates to personal information that identifies “you” meaning customers, potential customers, suppliers and any other individuals who browse our website. If you are an employee, contractor or otherwise engaged in work for us or applying to work for us, a separate privacy notice applies to you instead.

This Privacy Notice may vary from time to time so please check it regularly to ensure that you are aware of any changes. This updated version of this Privacy Notice is published in July 2023.

### 2. HOW TO CONTACT US

#### Controller

This Privacy Notice applies where we are a controller in respect of your personal data – this is where we decide how and why your personal data is processed.

EnCarbonSys may send out promotional emails to individuals who provide personal information and have not opted-out of EnCarbonSys’ mailing list. We use those communications to gauge the effectiveness of our advertising and marketing campaigns. Recipients may opt-out of receiving promotional emails from us by following the “unsubscribe” instructions provided in each promotional email or by emailing [\[privacy@encarbonsys.com\]](mailto:[privacy@encarbonsys.com]).

If you need to contact us with any questions or concerns about this privacy policy, our data collection practices, in connection with our use or processing of your personal data, or gain access to it then our contact details are:

#### EnCarbonSys

[Your Company Address]  
[City, Postal Code]

**Email:** [\[contact@encarbonsys.com\]](mailto:[contact@encarbonsys.com])

If there is anything you want to know about our product, our company, where and how we operate, or anything else, please get in touch using the above details.

### 3. CATEGORIES OF PERSONAL DATA WE COLLECT

The categories of personal data about you that we may collect, use, store, share and transfer are:

- **Individual Data.** This includes personal data which relates to your identity, such as your first name, last name, username or similar identifier, title, and your contact details such as your billing address, email address and telephone numbers where you voluntarily submit that information.
- **Organisation Data.** This includes the name of the organisation of visitors who voluntarily submit that information.
- **Marketing Data.** This includes personal data which relates to your advertising preferences, such as information about your preferences in receiving marketing materials from us and your communication preferences.
- **Information Technology Data.** This includes personal data which relates to your use of our website, such as your internet protocol (IP) address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, and operating system and platform.
- **Account and Profile Data.** This includes personal data which relates to your account or profile, such as your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Economic and Financial Data.** This may include personal data which relates to finances, such as bank account and payment card details.
- **Sales Data.** This includes personal data which relates to the transactions you have conducted with us, such as details about payments and details of products and services purchased from us.
- **Audio and Visual Data.** This includes personal data which is gathered using our recording systems such as Teams or Zoom in the form of images, video footage and sound recordings.

We also obtain and use certain aggregated data such as statistical or demographic data for any purpose (“Aggregated Data”). Aggregated Data may be derived from your personal data but does not directly or indirectly reveal your identity.

### 4. THE SOURCES FROM WHICH WE OBTAIN YOUR PERSONAL DATA

We obtain your personal data from the following sources:

- **Directly from you**, either in person, via our website or by telephone. This could include personal data which you provide when you create an account, place an order for our products or services, subscribe to our publications, or give us feedback.
- **Via automated technologies**, such as cookies, server logs and other similar technologies. We may automatically collect Information Technology Data about your equipment, browsing actions and patterns. Please see our cookie policy for further details.
- **From someone else**, such as analytics providers (like Google), advertising networks, search information providers, and providers of technical, payment and delivery services.

## 5. HOW WE USE YOUR PERSONAL DATA

We collect personal data about you in order to:

- Perform our contractual obligations to you, including processing orders, making or receiving payments, and collecting money owed.
- Manage our relationship with you, including sending you important notices, fulfilling orders, verifying identity, and dealing with your enquiries.
- Market and sell our products and services and measure the effectiveness of our advertising.
- For internal purposes to use data analytics to improve our website, products/services, marketing, and customer relationships.
- Protect our business and to comply with our own legal and industry obligations.
- Enforce or apply our terms of use and other agreements.
- Detect and prevent fraud and other illegal activities.

## 6. OUR LAWFUL BASIS FOR PROCESSING YOUR PERSONAL DATA

Where we may rely on consent, it is only used in relation to processing that is entirely voluntary. You may at any time withdraw the specific consent you give to our processing your personal data by contacting us.

Where we are relying on a basis other than your consent, the lawful basis for processing personal data will be one of the following:

- The processing is necessary for us to comply with our **legal obligations**.
- The processing is necessary for the performance of a **contract** you are party to or to take steps at your request prior to entering into a contract.
- The processing is necessary for the pursuit of our **legitimate business interests**, including the provision of goods and services, fraud prevention, and marketing.
- The processing is necessary to protect the **vital interests** of an individual.

## 7. WHO RECEIVES YOUR PERSONAL DATA

We may disclose your personal data to:

- Our group companies, affiliates or third-party data processors who may process data on our behalf. EnCarbonSys never sells personal information to third parties.
- HMRC, legal and other regulators or authorities.
- External professional advisers such as accountants, insurers, and lawyers.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets.

## 8. PERSONAL DATA ABOUT OTHER PEOPLE WHICH YOU PROVIDE TO US

If you provide personal data to us about someone else you must ensure that you are entitled to disclose that personal data to us and that we may collect, use and disclose that personal data as described in this Privacy Notice.

## 9. ACCURACY OF YOUR PERSONAL INFORMATION

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. We will not be responsible for any losses arising from any inaccurate or incomplete personal data that you provide to us.

## **10. INTERNATIONAL TRANSFERS OF PERSONAL DATA**

It is possible that personal data we collect from you may be transferred, stored and/or processed outside your country of residence. In connection with such transfers, we will ensure that appropriate safeguards are in place, the transfer is to a country that provides an adequate level of protection, or a specific derogation applies.

## **11. HOW LONG WE WILL STORE YOUR PERSONAL DATA FOR**

We will store your personal data for the time period which is appropriate in accordance with our legal obligations, the on-going business relationship we have with you, and the purpose for which the personal data was given.

## **12. CONTRACTUAL OR STATUTORY REQUIREMENTS ON YOU TO PROVIDE PERSONAL DATA**

In certain circumstances, the provision of personal data by you is a requirement to comply with the law or a contract. It is your choice as to whether you provide us with your personal data, but if you do not, we may not be able to perform our contract with you.

## **13. YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA**

Subject to applicable law, you may have a number of rights in connection with the processing of your personal data, including:

- The right to request access to your personal data.
- The right to request rectification of any inaccuracies.
- The right to request erasure of your personal data.
- The right to request restriction of processing of your personal data.
- The right to object to the processing of your personal data.
- The right to receive your personal data in a structured, commonly used and machine-readable format.
- The right to lodge complaints with the relevant supervisory body.

If you would like to exercise any of the rights set out above, please contact us at [\[contact@encarbonsys.com\]](mailto:contact@encarbonsys.com).

## **14. TECHNICAL AND SECURITY MEASURES**

We take the security of your personal data seriously and have technical and organisational measures to ensure a level of security appropriate to the risk. We transmit personal information using secure sockets layer technology (SSL). Unfortunately, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable standards to protect personal information, we cannot guarantee absolute security.

## **15. LINKS TO OTHER WEBSITES**

This policy only applies to us. If you link to another website from our website, you should remember to read and understand that website's privacy policy as well. We do not control unconnected third-party websites.

## **16. BLOGS**

Our website may offer publicly accessible blogs or community forums. You should be aware that any information you provide in these areas may be read, collected and used by others who access them.