

Customer Privacy Statement

Our name/contact details are Diba Industries Ltd, 2 College Park, Cambridge, CB1 3HD

Please contact us on 01223 472801 or email dataprotection@dibaind.com if you have any questions relating to this privacy policy.

What data do we collect?

We may collect the following information:

- Your name, contact address, email address, telephone numbers (including mobile numbers)
- Your location

How do we use your data?

- To authenticate you as a Customer of the Company and contact you regarding legitimate commercial matters;

International Transfers

Sometimes it is necessary for us to share your data outside of the European Economic Area. This will typically happen if you are based, or are visiting, a country outside the EEA. If this happens, we will ensure that the transfer will be compliant with data protection law and all personal data will be secure.

How long will we keep your data for?

We will not retain your data for longer than necessary for the purposes set out in this Policy. Different retention periods apply for different types of data, however the longest we will normally hold any personal data is 6 years.

How do we protect your data?

We are committed to keeping your personal data safe and secure. Our security measures include:

- Encryption of electronic data
- Security controls which protect our IT infrastructure from external attacks and unauthorised access.
- Internal policies limiting access to the data
- Internal policies setting out our data security approach and training for employees.

What are your rights?

You have the following rights:

- the right to ask for a copy of personal data that we hold about you (the right of access);
- the right (in certain circumstances) to request we delete personal data held on you; where we no longer have any legal reason to retain it (the right of erasure);
- the right to ask us to update and correct any out-of-date or incorrect personal data that we hold about you (the right of rectification);
- the right to opt out of any marketing communications that we may send you and to object to us using/holding your personal data if we have no legitimate reasons to do so (the right to object);
- the right (in certain circumstances) to ask us to 'restrict processing of data'; which means we would need to secure and retain the data for your benefit but not otherwise use it (the right to restrict processing); and
- the right (in certain circumstances) to ask us to supply you with some of the personal data we hold about you in a structured machine-readable format and/or to provide a copy of the data in such a format to another organisation (the right to data portability)

If you wish to exercise any of the above rights, you can email us at dataprotection@dibaind.com or write to:

The Data Protection Officer, Diba Industries Ltd, 2 College Park, Cambridge, CB1 3HD.

Legal Basis for processing personal data

We collect and use your personal data because it is necessary for:

- the pursuit of our legitimate interests (as set out below); or
- complying with our legal obligations

Our legitimate interests

The normal legal basis for processing your data, is that it is necessary for the legitimate interests of the Company, including: -

- protecting customers, suppliers, employees and other individuals and maintaining their safety, health and welfare
- complying with our legal and regulatory obligations
- handling customer and supplier contacts, queries, complaints or disputes

Updating our privacy policy

We will update this privacy policy as required, indicating the date of change. This policy was last updated on 01-11-18.

