



OUR PRIVACY POLICY

This policy sets out how we handle the information we receive from customers and those who are a recipient of our services. We take this seriously and will always treat this information with the utmost respect and care.

Welcome

We've updated our Privacy Policy on 18 November 2019 to reflect recent changes in data protection laws. We'll continue to review our Privacy Policy to ensure information is always kept safe and secure.

About our company

B2B Connector Ltd (company registration: 12309646) and whose registered address is at 2nd Floor College House, 17 King Edwards Road, Ruislip, London, United Kingdom, HA4 7AE, is committed to processing personal information about you in ways that comply with our legal obligations.

B2B Connector operates the below website and is the Data Controller in respect of the website and the services we provide. This Policy explains how we use any personal information we may collect about you when you use our website; or when you use or are a recipient of our services.

www.b2bconnector.co.uk

Controller

B2BCONNECTOR LTD is the controller and responsible for your personal data (collectively referred to as "Company", "we", "us" or "our" in this privacy policy).

We have appointed a data protection manager (DPM) who is responsible for overseeing questions in relation to this privacy policy. If you have any questions about this privacy policy, including any requests to exercise *your legal rights*, please contact the DPM using the details via the address above or email info@b2bconnector.co.uk or Tel: 0161 509 2513

Why do we have a Privacy Policy?

We must have a legal basis to process your personal information. In most cases, the legal basis will be one or more of the following: in accordance with a contract; to allow us to comply with our legal obligations; to meet our legitimate interests, e.g. understanding how our customers use our services and to develop new services as well as improving the services we already provide.

Personal Information we may collect

We may collect personal information which we receive when you:

- use our websites or other sites accessible from our website;
- use our services;
- contact us; or
- are a recipient of our services.

This may include information:



- which you provide where you
- complete one of our forms or receipts;
- contract with us;
- enter information on our websites;
- contact us in writing or by phone or;

We may collect the following types of information:

- **Identity Information** your name, address, email address, telephone number(s) and other contact details;
- Information required to provide you with a service, and details of our services that you have used; such as:
- **Profile Data** which may include your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Company Data** company's name, your position in the company; the company's address, company's email address and telephone number;
- **Payment information** such as bank account, credit or debit card details;
- information collected through using our websites, for example by cookies;
- details of any enquiry;
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and/or our third parties and your communication preferences.
- We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.
- **Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our cookie policy below.
- We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

We collect personal information in the following ways:

- directly from customers: e.g. when a customer signs up to receive our services or registers on our websites;

Uses of your personal information

To provide you with services that you may request from us.

Legal basis for doing so:

- In accordance with a contract
- Compliance with legal obligations



- Legitimate interests – to provide a high standard of services, to protect the interests; of our business and customers.
- To recover debts
- Legitimate interest – to ensure that our business is run prudently, our assets are protected and we are able to recover debts owed to us
- Legitimate interests – to protect our business by reducing credit risks to us
- To resolve queries and complaints
- Legitimate interest – ensure that our business is run prudently, queries are addressed, and complaints are investigated so we can prevent reoccurrence.
- To enhance or improve your and our other customers' experience of our services and websites
- Compliance with legal obligations
- Legitimate interest – to ensure that our customers' experiences of our websites and services are satisfying and to encourage continued interest.
- To improve and develop our services, including our customer service standards
- Legitimate interest – to ensure that our services meet the needs of our customers
- To tell you about our services
- Legitimate interest – to provide our customers with information about our services that may be of interest, provided that we have our customers' consent to do so.
- To protect security e.g. to check your identity when you use our services
- In accordance with a contract
- Legitimate interest – to prevent and investigate fraud and to check your identity in order to protect our business.

Protecting your information and how long we keep it

This section is about how we keep your information secure and how long we keep hold of it for. We always follow the law and delete your information when we no longer need to keep it.

Keeping personal information secure

We are committed to keeping customers' personal information secure to protect it from being inappropriately or accidentally accessed, used, shared or destroyed, and against it being lost.

How long we keep personal information

We will only retain customers' personal information for as long as we need it to carry out a particular purpose or meet a particular obligation.

Accessing and updating your personal information

You have certain rights with respect to the personal information we hold about you, which subject to laws, include the following:

- Request a copy of the personal data we hold about you;
- Inform us of a correction to your personal data;
- Exercise your right to restrict our use of your personal data;
- Exercise your right to erase your personal data; or
- Object to particular ways in which we are using your personal data.

We provide customers with access to their personal information and the opportunity to amend and update their details or preferences (including consent to receive marketing communications) in order to keep the information up-to-date and accurate.

You can exercise your rights to any of the above by contacting us directly as set out above.



Requests must be accompanied by a proof of identification is required in order to protect your information. We also require sufficient details to be able to locate your information. For example, dates and details of the websites or services that you have used. An optional form may be provided to assist us in locating the information you require.

Keeping personal information up to date

We will ensure that personal information is kept accurate and up to date as far as is reasonably possible. However, we rely on our customers to ensure that some of the information we hold about them is accurate and up-to-date. We encourage customers to inform us of any changes to their information (e.g. by updating your account details on our websites).

Sharing your information

Passing on your personal information to third parties

We will only share customer customers' information is shared with selected third parties for the following reasons:

- where customers have indicated they wish to receive information about products, services or promotions that may be of interest to them;
- where services are provided together with a business partner and it is necessary to disclose the information to them in order to provide the services;
- for the purposes of identity verification;
- for the purposes of recovering debt;
- where products and services are provided to third parties by us (e.g. for the purposes of identity verification and fraud prevention, and it is necessary to disclose information to them in order to provide the service);

Transfers of personal information outside of the UK

We **will not** and **do not** transfer personal information about customers outside the UK.

If you fail to give us your data in-order for us to conduct our service to you.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

Marketing preferences

A customer may allow us to provide them with information about products and services that we, or third parties we have selected, which may be of interest to them. We will only do this where a customer has agreed to receive such information.

What are marketing preferences?

You agree to receive marketing information:

- from B2BConnector about our products and services by choosing to opt-in on your registration form for our website or service.



- from B2BConnector about its similar products and services where you provide your details in the course of purchase or negotiations for the purchase of a service.

The marketing channels used may include all means of communication e.g. email, post, phone, SMS text message and other electronic means.

Managing your marketing preferences

If you no longer wish to receive marketing communications, you may request to opt-out (unsubscribe) at any time.

You can opt-out and request changes to other marketing consents provided to us by writing to our Data Protection Manager detailed above.

Our Cookie Policy

What is a cookie?

A cookie, also known as a HTTP cookie, web cookie, or browser cookie, is a small piece of data sent from a website and stored in your web browser whilst you are viewing or shopping on a website.

When you visit the same website in the future, the data stored in the cookie can be retrieved and informs the website of your previous activity. Cookies were designed to be a reliable way for websites to remember the activity a user had taken in the past. This can include clicking particular buttons, logging in, or a record of which pages were visited by the user previously.

How we use cookies

Our websites use cookies to keep track to remember you when you return to our site.

Cookies cannot harm your computer. They are not computer programs, and they cannot be used to spread computer viruses, obtain email information or obtain credit card details. The cookies created by our websites are used to:

- provide information about numbers of visitors our websites receive;
- provide information about the average time spent on particular pages; and
- generally improve the performance of our websites.

Links to other sites

Our websites may include links to other sites. While we will make every effort to provide links to high quality, reputable sites, we are not responsible for their privacy practices, site content, or the services they offer.

Have a general question about how we use your data?

For requests, complaints or queries relating to the use of your personal information please contact our Data Protection Manager as detailed above.