

## AURA PRIVACY POLICY

We ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

### **Who we are**

Aura (UK) Ltd (“Aura”) collects, uses and is responsible for certain personal information about you. When we do so we are regulated under the [General Data Protection Regulation](#) which applies across the European Union (including in the United Kingdom) and we are responsible as ‘controller’ of that personal information for the purposes of those laws.

### **The personal information we collect and use**

#### **Information collected by us**

In the course of our business we collect the following personal information when you provide it to us:

Personal information such as your name, contact details (including postal address, email address and telephone number(s)) and occupation when you:

- Contact us directly via our website, by email or by telephone to use our products or services;

#### **Information collected from other sources**

We also obtain personal information from other sources as follows:

- Information on complaints raised by or involving you
- Details of any credit search undertaken on your company
- Details of any training course or qualifications that your personnel have undertaken where applicable e.g. sub-contractors or suppliers
- Details of any insurance or accreditations you may hold, or health & safety competency questionnaires where applicable e.g. sub-contractors or suppliers
- Contact information found on your website

### **How we use your personal information**

We use your personal information to:

- Provide you with products or services you have requested;
- Provide you with ongoing information about Aura that we believe you may be interested in;
- To notify you about changes to our service;
- To ensure compliance with health and safety regulations
- To ensure competence to undertake work on behalf of Aura (e.g. sub-contractors or suppliers)

### **Who we share your personal information with**

- Sub-contractors – client contact details necessary for the performance of the contract
- Suppliers – client contact details necessary for the performance of the contract
- Business consultants e.g. health & safety, HR and business advisors – held in strictest confidence but necessary for the performance of the contract
- External Finance Team - held in strictest confidence but necessary to fulfil our legal obligations

**Aura (UK) Limited**  
**Registered Address**  
**Derby Office**  
**Aspect House**  
**City Gate**  
**Derby DE24 8WY**  
**t: 01332 344 224**

**Coventry Office**  
**6 Maudslay Road**  
**Coventry CV5 8EL**  
**t: 02476 717 790**



it feels right.....and it is

Company Registered in England & Wales  
Registration No: 9284515 VAT Reg No: 199 6556 34

e: sales@aura-ac.co.uk

We will share personal information with law enforcement or other authorities if required by applicable law.

We will not share your personal information with any other third party.

### **Whether information has to be provided by you, and if so why**

The provision of your personal information e.g. name and contact details is required to enable us to provide you with the goods and services that you have ordered from us or that you are interested in receiving information about. We will inform you at the point of collecting information from you, whether you are required to provide the information to us. How long your personal information will be kept:

- We will hold personal information about our customers for 6 years from when we last supply you with goods or services.
- We will hold contact details about our previous customers or potential customers only for so long as we reasonably consider that the information about products and services that we might provide to you is relevant to and of interest to you and we will delete your contact details if you ask us not to continue to send such information to you or at any time if we have reason to think that the information is out of date, and in any case no later than 6 years after you last contacted us.

### **Reasons we can collect and use your personal information**

- If we supply goods and services to you we rely on the fact that it is necessary for us to have and to use your personal information for the performance of our contract with you as the lawful basis on which we collect and use your personal data;
- If you are a customer or a previous customer to whom we send information about goods and services provided by us or by others that we think is of interest to you, we rely on our legitimate business interests as the lawful basis on which we retain and use the personal data that you have given to us. Our legitimate interests are to keep you informed of those goods and services and other information about our business. This will be limited to information sent to the contact details that you have provided to us and with every communication you will be given a clear and straightforward option to opt out of further communications or to ask us to delete the personal information that we hold about you. We have considered the risk of harm to your privacy rights and to your data security and have concluded that the risk is minimal given (i) the type of data (your contact details) that we process for this purpose, (ii) the method, volume and content of the communications that we might send to you not more often than monthly, related to the goods and services that you have previously ordered from us or expressed an interest in), (iii) your right to opt out of further communications and to ask us to delete your information from our records at any time
- Any contact by electronic communication will respect your e-privacy rights by being restricted to the use of e-contact details that you provided to us in the original supply process and limited to the same or similar goods and services.

### **Consequences of our use of your personal information**

We do not believe that there are likely to be any serious consequences to you of our use of your personal information. The potential consequences that we have identified are:

- Your data security: The risk of the personal information that we hold about you being accidentally lost, or used or accessed in an unauthorised way. We have taken steps to protect against this (please see further information under the heading "Keeping your personal information secure" below).
- Your privacy rights: You may, from time to time, receive communications from us. However, we do not believe that the frequency, content or manner of these communications will risk any breach of your privacy rights and with every communication you will be given a clear and straightforward option to opt out of further communications and to ask us to delete the personal information that we and/or our third party suppliers hold about you.



### **Transfer of your information out of the EEA**

Your personal information will not be transferred to any location outside the European Economic Area (EEA).

### **Your rights**

Under the [General Data Protection Regulation](#) you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your personal information;
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address;
- require us to correct any mistakes in your information which we hold;
- require the erasure of personal information concerning you in certain situations;
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations;
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you;
- object in certain other situations to our continued processing of your personal information;
- otherwise restrict our processing of your personal information in certain circumstances;
- claim compensation for damages caused by our breach of any data protection law.

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please:

- email, call or write to our Data Manager whose contact details are at the end of this notice;
- let us have enough information to identify you;
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates.

### **Keeping your personal information secure**

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### **How to complain**

We hope that our Data Manager can resolve any query or concern you raise about our use of your information. The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone their helpline: 0303 123 1113.



**Changes to this privacy notice**

This privacy notice was published on 25/05/2018 Version: v1.0

We may change this privacy notice from time to time, when we do we will inform you via our Website and a link in our next email communication to you.

**How to contact us**

Please contact our Data Manager, if you have any questions about this privacy notice or the information we hold about you:

Chloe Rogers  
Aura (UK) Ltd  
Aspect House  
City Gate  
Derby  
DE24 8WY  
T: 01332 344224  
E: [chloe.rogers@aura-ac.co.uk](mailto:chloe.rogers@aura-ac.co.uk)

