



Bousfields Privacy Policy

This privacy policy explains how Bousfields may use and protect any information you provide whilst using our webpage. Bousfields is committed to protecting your privacy. The information you provide by which you can be identified when using this webpage is only used in accordance with this privacy statement.

Bousfields may, on occasion, change this privacy policy and will update this page to show these changes.

We advise you to check this page from time to time to ensure that you are happy with any changes. This policy is effective from April 2023.

What we collect

We may collect the following information:

- Your contact history
- Sample request history
- Name and job title
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Information you give us when you browse our webpage
- Any information relevant to customer surveys, product updates and/or offers

What we do with the information we gather

We record and analyse information to provide you with a better service, understand your needs and chiefly for the following reasons:

- Internal record keeping.
- We may need your contact details to be able to send any sample requests you have asked us for. Your email address and telephone number may also be used by our customer service team to gain any additional information we need to supply your sample requests. We may also use it to provide details of other products we believe would be of interest to you.
- We may use the information to improve our products and services.
- If you have given us consent for marketing messages such as our newsletter, we may periodically send emails about new products, special offers or other information which we think you will find interesting, using the email address which you have provided.
- We may also use your information to contact you by email, phone, fax or mail for market research purposes.
- We may contact you and use any information you provide to improve our webpage and the products we supply therefore ensuring we are providing you with the best possible service.

- Fraud prevention and detection for both our customers and Bousfields.
- Your contact history – what you have said to us by email, phone or on social media may be recorded and used to ensure we provide the best possible customer service and support to you.
- Your sample request history will be used to contact you by telephone or email; ensuring we have provided the material(s) you requested and to help you with the placement of any orders, further information, or samples.
- When you browse our webpage, we record the pages you visit, device type, IP address, and location data, should you choose to share it, for analysis. This is explained further in our cookie policy and below.

Security

We are committed to ensuring that your information is protected and to prevent unauthorised access or disclosure. We have, therefore, put in place suitable electronic, managerial, and physical procedures to secure and make safe any information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Cookies help analyse web traffic or let you know when you have visited a particular site. Cookies also allow web applications to respond to you as an individual; collecting and remembering information about your preferences to tailor their operations to your needs, likes and dislikes.

We use traffic log cookies to identify which pages are being visited and interacted with. Analysing this data helps us discover our most popular pages and which pages you find useful and which you do not. This means we can improve our webpage to provide information our customers want to see.

This information is only used for statistical analysis reasons. Data is then removed from the system. A cookie does not give us access to your computer nor does it provide any information about you, other than the data you choose to share with us.

Most web browsers automatically accept cookies however, you can instruct your browser settings to decline cookies if you prefer. Please note that by declining cookies you may be unable to take full advantage of the Bousfields webpage.

Links to other websites

Our webpage may contain links to other websites of interest, such as our manufacturers. However, please note that we do not have any control over websites we provide links to and cannot therefore, be responsible for the privacy and protection of information you provide whilst visiting such sites. We recommend you exercise caution and look at the privacy statement of the websites you visit.

Online advertising

Occasionally we engage in online advertising which targets Bousfields banners and adverts to you when you are on other websites and apps. This is achieved by using a variety

of advertising technologies and digital marketing systems, as well as specific services offered by some sites and social networks.

The banners and ads you see may be based on information we hold about you, your previous use of the Bousfields webpage, or Bousfields advertising you have previously clicked on.

Keeping your personal information

We retain your information for as long as is needed to be able to provide the services to you, or for as long as is necessary to provide support-related reporting and trend analysis only.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to the address at the bottom of this Privacy Policy, or by emailing us at info@bousfields.com

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so.

We do however provide companies we use, when sending sample requests, with certain data in order to fulfil your orders, such as your name and address. If we are sending a tracked postage order, we will provide your telephone number to help the delivery company deliver your samples.

You may request details of personal information which we hold about you under the Data.

Bousfields
26 Brunel Road,
Corby,
Northamptonshire,
NN17 4JW

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. Any information found to be incorrect will be promptly amended.