

Privacy Policy

Introduction

Cat Pumps (U.K.) Limited are committed to providing the highest level of data security possible. This Policy lays out how we use any personal data that you provide us with.

We only collect personal data only when absolutely necessary, and we will never sell, rent or otherwise distribute any of your personal information, but we may sometimes share your information with trusted service providers and selected partners who work on our behalf.

We will only provide the minimum information necessary and we ensure that any third parties with access to your data are held to strict standards for data use and security.

All data is collected in compliance with the [UK Data protection Act 1988 \(DPA\)](http://www.legislation.gov.uk/ukpga/1998/29/contents) [link to <http://www.legislation.gov.uk/ukpga/1998/29/contents>] and the [EU General Data Protection Regulation 2018 \(GDPR\)](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2016.119.01.0001.01.ENG&toc=OJ:L:2016:119:TOC) [link to http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2016.119.01.0001.01.ENG&toc=OJ:L:2016:119:TOC]

Responsibilities

Everyone who works for or with Cat Pumps (U.K.) Limited either as a partner or supplier has a responsibility for ensuring that data is collected, stored and handled appropriately.

What we collect and how we use it

We may ask for or require the following information:

- Name and job title
- Contact information including email address
- Work Address
- Any other pertinent or relevant information

What we do with the information we gather

We require this information for correspondence purposes, site visits, and in particular, for the following reasons:

- Internal *record keeping.
- Delivery of goods/orders/parts/consumables.
- Continuing improvement of our products and services.
- **We may periodically send promotional emails detailing new products, special offers and other related information of particular interest, using the email address provided.**

We collect information from you in a number of different ways. These include direct contact via telephone and/or email, and via a contact or enquiry form on our website.

All traffic (transferal of files) between this website and your browser is encrypted and delivered over HTTPS [link to <https://en.wikipedia.org/wiki/HTTPS>].

When visiting our website we use cookies to collect information about your visit, which may include your IP address.

All websites use cookies and similar tools to improve performance and enhance your user experience. Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page.

A “cookie” will help the website to recognise your device the next time you visit. We use the term "cookies" to refer to all files that collect information in this way. Please visit our [Cookie & Privacy Policy](#) page for further details of how we use cookies on our website.

Google Analytics

We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

This information will be stored for 26 months [this is standard – but can be changed in the GA control panel]. To find out more Go to [Google Analytics – Data privacy and security](#) [link to <https://support.google.com/analytics/answer/6004245?hl=en-GB>] to find out more.

Contrary to popular opinion, IP addresses cannot personally identify you as an individual. IP addresses are supplied by your Internet Service Provider (ISP) are usually “Dynamic” IP addresses (e.g. IP addresses are different every time you connect to the Internet, unless you opt for a “fixed” or “static” IP address).

Please see [what's my IP](#) for more information on the differences between IP address types and how they are used [link to <http://whatismyip.network/static-ip-vs-dynamic-ip-difference/>].

Constant Contacts

We use a third party email marketing service supplier, Constant Contacts to provide our email newsletter services. The email address and name that you supply will be directly collated via our supplier, and these details will not be stored on this website database or any of our internal computer systems.

All newsletters from Constant Contacts will contain an “unsubscribe” link to enable you to request the removal of your details at any time, or alternatively you can directly request removal via email. When requesting removal via email you will need to include the email address that was used to subscribe to the mailing list.

You will receive mailings from us periodically for as long as your email remains on our mailing list.

Data Collection, Processing and Storage

Any personal data that we collect from you will be stored on our UK based servers.

By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Once we have received your information, we will use strict procedures and security features to prevent any unauthorised access.

We will ask you if we can process your personal data for marketing purposes. We will inform you at point of collection if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise this right at any time by contacting us at Cat Pumps (U.K.) Limited, 1 Fleet Business Park, Sandy Lane, Church Crookham, Fleet, GU52 8BF

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Retention of Data

Personal Data will only be retained for as long as it is necessary to provide services to you.

However, in order to comply with legislation such as the Companies Act and accounting for HMRC purposes, we will need to retain “legally required personal data” for a period of up to 10 years.

Subject Access Requests

You have the right to ask us about what information we hold about you and this can be requested by emailing sales@catpumps.co.uk or writing to Cat Pumps (U.K.) Limited, 1 Fleet Business Park, Sandy Lane, Church Crookham, Fleet, GU52 8BF. Stating your name and the email address you used to register. For more information on your rights visit

<https://ico.org.uk/for-the-public/personal-information/>

Right to be forgotten

You also have the right to ask us to delete any information we hold about you and this can be requested by emailing sales@catpumps.co.uk or writing to Cat Pumps (U.K.) Limited, 1 Fleet Business Park, Sandy Lane, Church Crookham, Fleet, GU52 8BF, stating your name and the email address you used to register. For more information on your rights visit

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-erasure/>