

Silverstone Cerakote Ltd Privacy Policy

Document Control

Version	Date	Review	Changes Made	Written By	Reviewed By	Position
1.0	January 2023	January 2024	New Policy	Policy Team	Ellie Clarkson	Policy Writer
2.0	January 2024	January 2025	Contact Details Updated	Policy Team	Ellie Clarkson	Policy Writer
3.	January 2025	January 2026	Revised for Compliance	Policy Team	Ellie Clarkson	Policy Writer

Introduction

Silverstone Cerakote Ltd is committed to protecting the privacy and security of personal data entrusted to us. This Privacy Policy outlines how we collect, use, and safeguard personal information in compliance with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

1. Purpose

The purpose of this policy is to:

- Inform stakeholders about how personal data is collected, processed, and stored.
- Outline the rights of individuals regarding their personal data.
- Demonstrate our commitment to data protection and legal compliance.

This policy applies to all personal data processed by Silverstone Cerakote Ltd, including that of customers, suppliers, employees, and other stakeholders.

2. Scope

This policy covers:

- Data collected via our website, phone, email, or in person.
- Information provided during business transactions, enquiries, or employment.
- The rights of individuals to access, amend, and delete their data.

This policy applies to all employees, contractors, and partners of Silverstone Cerakote Ltd who handle personal data.

3. Data We Collect

We may collect the following types of personal data:

- **Identity Data:** Name, title, date of birth.

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- **Contact Data:** Address, email, phone number.
- **Financial Data:** Includes payment information such as transaction references but does not involve storing payment card details. We may also collect credit data related to financial stability and creditworthiness when conducting credit checks. Payments are securely processed through our banking provider, and no sensitive payment data is stored by Silverstone Cerakote Ltd.
- **Transaction Data:** Details of services or products provided.
- **Technical Data:** IP address, browser type, cookies, and usage data.

4. How We Use Personal Data

We process personal data for the following purposes:

- **Service Delivery:** To provide our products and services to customers. Payments are processed securely through our banking provider, and Silverstone Cerakote Ltd does not retain sensitive payment details such as card numbers. Credit checks may also be conducted to ensure payment reliability and minimise financial risk.
- **Communication:** To respond to enquiries, send updates, and manage transactions.
- **Legal Compliance:** To meet legal obligations, including tax and employment regulations.
- **Marketing:** To inform you of our products and services, subject to your consent.

5. Legal Basis for Processing

We process personal data based on:

- **Contractual Necessity:** To fulfil a contract or agreement.
- **Consent:** Where explicit permission has been provided.
- **Legitimate Interest:** For business purposes such as improving services, conducting credit checks, and enhancing security.
- **Legal Obligation:** To comply with statutory requirements.

6. Data Sharing

We may share personal data with:

- **Service Providers:** For delivery, payment processing, and IT services.
- **Regulatory Authorities:** When required by law.
- **Business Partners:** If we work in unison with other suppliers for a specific service required by you, personal data may be shared to facilitate this collaboration. Such sharing will only occur when necessary and with your consent.

We do not sell personal data to third parties.

7. Data Retention

We retain personal data:

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- For as long as necessary to fulfil the purpose it was collected for.
- In accordance with legal and regulatory requirements.

For example, financial records are retained for 6 years to comply with tax regulations.

8. Your Rights

Under GDPR, individuals have the following rights:

1. **Access:** Request a copy of your personal data.
2. **Rectification:** Correct inaccurate or incomplete data.
3. **Erasure:** Request deletion of data under specific conditions.
4. **Restriction:** Limit the processing of your data.
5. **Data Portability:** Transfer your data to another service provider.
6. **Objection:** Object to data processing based on legitimate interests.
7. **Withdraw Consent:** Withdraw consent for processing where applicable.

Requests can be submitted via email to ellie@silverstonecerakote.co.uk.

9. Data Security

We implement appropriate technical and organisational measures to:

- Prevent unauthorised access, loss, or misuse of data.
- Ensure data accuracy and secure storage.
- Regularly review and update security practices.

10. Cookies and Website Tracking

Our website uses cookies to:

- Enhance user experience.
- Analyse website traffic and usage patterns.

You can manage cookie preferences through your browser settings.

11. Reporting Concerns

If you have concerns about how your data is handled, contact us at ellie@silverstonecerakote.co.uk. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.

12. Policy Review

This Privacy Policy is reviewed annually or sooner if required by changes in legislation or business practices. The next review date is **January 2026**.

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Date: 31st January 2025