



ELECTRO MECHANICAL SYSTEMS LIMITED

## **Electro Mechanical Systems Ltd - Data Protection Policy**

Electro Mechanical Systems Ltd (the “data controller”) takes the privacy of your personal information very seriously and is committed to safeguarding your privacy and your personal information. This policy relates to our use of any personal information we collect from you directly.

### **1.0 Personal information we store**

1.1 We hold your name, company name, physical address, email address, telephone numbers and job title. No banking or card payment details are retained.

### **2.0 How we collect personal data**

2.1 We collect your data when processing sales orders or quotations, and when we receive a product or support enquiry directly or at trade events. We also use relevant 3rd party media owners who provide contact information relevant to our business.

### **3.0 How long we retain your information for**

3.1 We will retain and process your personal information as long as is needed to provide the product or service that you’ve elected to receive from us.

3.2 For personal information used by us for our own direct marketing purposes, we will retain the data whilst accurate or responsive and if not, no longer actively use after 5 years.

### **4.0 Where we hold your information**

4.1 We store your information within SAP Business One for ERP and CRM purposes and integrates with Mailchimp for email marketing and all backups are encrypted offsite using Veeam.

### **5.0 Sharing your information with third parties**

5.1 We use third party services from Mailchimp for marketing and SagePay for card processing, both of whom adhere to current GDPR regulations. We also use compliant marketing fulfilment houses to assist with the distribution of brochures,



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and bureaus to ensure data integrity. We will not share your personal information with other third parties without your permission.

## **6.0 Information access**

6.1 Only approved staff can access your information all of whom are bound by our IT and data protection policies.

6.2 We store only the minimal information necessary and keep it protected with robust IT security policy. This ensures up to date server and client systems as well as proactive user access and password management. No data is processed or stored on our website.

## **7.0 How we use your data**

7.1 To carry out obligations arising from being a registered user of our product and services. The lawful basis for processing your personal information for this purpose will be “Contractual Need”.

7.2 To send you personalised communications which you have requested or may be of interest to you. These may include information about publications, webinars, events, and product developments. We may also use this information to ask for feedback about our performance as a supplier. The lawful basis for processing your personal information for this purpose will be “Legitimate Interest”.

## **8.0 Changes to this policy**

8.1 Electro Mechanical Systems Ltd will occasionally update this Privacy Policy to reflect company and customer feedback. Electro Mechanical Systems Ltd encourages you to periodically review this policy to be informed of how Electro Mechanical Systems Ltd is protecting your information.

## **9.0 Contact Us:**

9.1 If you have any comments or wish to view, amend or request removal of the personal information we hold please contact our Data Protection Officer at [dpo@ems-ltd.com](mailto:dpo@ems-ltd.com) or on 0118 9817391

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