

Privacy Notice

This privacy notice provides information on how Chromacity Limited, a private limited company with Company Number SC442724 (“**Chromacity**” or “**We**”), collects and processes your personal data collected from you through your interaction with this website: www.chromacitylasers.com (website).

Through accessing our website and/or submitting an enquiry through the website you are consenting to the collection, retention and use of your personal information in accordance with the terms of this privacy notice.

Chromacity is the data controller and responsible for your personal data. If you have any questions about this privacy notice or our data protection practices please contact us on: info@chromacitylasers.com.

What is Personal Data?

Personal Data: means any information relating to an identified or identifiable natural person (‘**data subject**’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Special Category of Data: means personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation.

When we use the term herein, ‘personal data’ we mean both personal data and special category of data.

What Personal Data is Chromacity Processing?

- Personal details (such as your name, e-mail address and telephone number) which you provide by submitting an enquiry via the website.
- How you use the website and any other information you post, email or otherwise send to us
- IP addresses - we may collect information where available about your IP (internet protocol) address, operating system and browser type. This data provides us with information about users’ browsing actions and patterns. It is used to inform improvements to the website and for internal system administration.

Where did Chromacity obtain my Personal Data From?

The personal data (name, e-mail and telephone number) is gathered from the information you input on the website’s online forms. IP addresses may be collected, where available, from data subjects when they access the Chromacity website. We also collect personal data from you:

- When you or your organisation use or contact us to provide quotes or details of our products and services
- When you or your organisation make an enquiry for our services or otherwise engage with our staff for business related purposes;
- When you attend a seminar or other event (including training) organised by Chromacity
- When you visit Chromacity’s exhibition stand at an industry conference to make an enquiry
- Where you sign-up to receive information from Chromacity via an online subscriber form or email
- Where you or your organisation provide services to us

We may also collect information from third party sources including: publicly accessible sources such as Companies House or Registers of Scotland;

Where will Chromacity Keep my Data?

Your personal data will be stored on Chromacity’s secure file hosting service Dropbox and CRM system Hubspot. Dropbox complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal data transferred from the European Union, the European Economic Area, the United Kingdom, and Switzerland to the United States. HubSpot certified its compliance with the EU-U.S. Privacy Shield framework as well as maintaining its TRUSTe certification for Enterprise Privacy. Information about the security of Hubspot’s software can be obtained from here:

<https://www.hubspot.com/security>

Why is Chromacity Processing my Personal Data?

Chromacity is processing your personal data for the purposes of responding to enquiries and/or sending you communications about products or services that Chromacity provides. In relation to IP addresses, we use this to inform improvements to the website and for internal system administration. By using the Chromacity website and providing your personal data via the enquiry page or otherwise through the website you are consenting to Chromacity processing your personal data for these purposes.

Will my Personal Data be Shared with any Other Organisation/Third Parties and if so, Why?

Chromacity will not share your personal data with any other organisation or third parties without seeking your prior consent. An exception to this would be where we are required to share your personal data in accordance with law or any regulatory requirement to which Chromacity is subject or where we are undergoing a corporate restructure.

Will my Personal Data be Shared Outside of the EEA?

Chromacity will not share your personal data outside of the EEA without first seeking your prior consent.

Is my Personal Data Safe?

Chromacity works hard to protect your personal data and have adopted appropriate technical and organisational measures to keep it safe from unauthorised disclosure, alteration or destruction.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to Chromacity via the internet; any transmission is at your own risk.

How is my personal data used for marketing purposes?

We use your personal data to inform you about Chromacity's products and services, company news and events which is stored in our CRM system Hubspot. We use personal data in Hubspot to track whether you read the emails and other communications that we send to you. We also use your personal data in Hubspot to track whether you click on the links included in these communications, download materials, or complete an online form.

You have the right to opt-out of receiving promotional communications at any time by:

- Contacting us at: info@chromacitylasers.com;
- Using the 'unsubscribe' link in footer of email campaigns and newsletters sent using Hubspot

If you ask us to delete your information in accordance with your rights set out below, we will retain basic information on a suppression list in Hubspot to record your request and to avoid sending you unwanted materials in the future.

You can also update your marketing preferences and give us more detail of the type of information you would like to receive from us, including how you'd like to receive this information, by accessing our preference centre displayed on the footer of email campaigns and newsletters sent using Hubspot.

We may ask you to confirm or update your marketing preferences if you instruct us to provide further services in the future, or if there are changes in the law, regulation, or the structure of our business.

How is your personal data recorded using our website?

We track whether you visit our website after clicking on links (immediately and on future visits). We do this by using software that places a cookie on your device which tracks this activity and records it against your email address. Please see our cookie policy for more information about our use of cookies.

Our website also makes use of Google Analytics to look at how our website is used. This is done by placing small session cookies on your device to collect information about how visitors use our website. We use the information to compile reports and to help us improve website performance. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. This information is transmitted to and stored by Google on servers in the US.

To opt out of being tracked by Google Analytics across all websites visit: <http://tools.google.com/dlpage/gaoptout>.

Does Chromacity use Cookies?

Cookies are small text files that are stored on your computer, or mobile device, when you visit Chromacity's website. They do not cause your computer any harm and they are used to obtain information in relation to your use of the website. Chromacity uses this information to provide you with a better user experience by remembering how you like things displayed, measuring how you use the website, ensuring the website works properly and improving navigation. There are a number of different cookies, however, our website uses session cookies to allow a website to remember choices made in the past. If you remove this cookie it will not affect your use of our website. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org.

How long will Chromacity Retain my Personal Data?

Chromacity will keep your personal data for no longer than is necessary for the purpose we obtained it for or until such time that you withdraw your consent and exercise your right to request that Chromacity stops processing your personal data.

Does Chromacity make any Automated Decisions about Me or Profile my Personal Data?

Chromacity does not make automated decisions about you and also does not profile your personal data.

What are my Rights in Relation to the Personal Data Chromacity Holds About Me?

We have summarised your rights below. Please contact us at info@chromacitylasers.com to exercise these.

- If we are relying on your consent, you can withdraw your consent at any time, at which point we shall stop processing your personal data in that way. Please note this does not affect the legality of our processing up to the date of your withdrawal of consent.
- You can seek to restrict our processing of your personal data, ask us to rectify any personal data we hold about you or object to us processing your personal data for the purposes stated above.
- You have the right to lodge a complaint with the Information Commissioners Office (ICO) if you think that we have infringed your rights. You can find more information about reporting a matter to the ICO at the following link: <https://ico.org.uk/>
- You have the right to access personal data held by us about you.
- In certain circumstances you have the right to ask us to provide you with your personal data in a structured, commonly used and machine-readable format to allow you (or us on your behalf) to transmit this information to another party. More information can be found at <https://ico.org.uk>
- In certain circumstances you have the right to ask us to erase the personal data we hold about you. Such circumstances include (a) where we no longer need your personal data for the purposes set out above; (b) if you withdraw your consent to our processing; (c) if you object to our processing based on our legitimate interest and we have no overriding legitimate grounds to continue processing your personal data; (d) if we process the data unlawfully; or (e) where the personal data has to be erased to comply with legal obligation to which we are subject. We will consider any such request in line with GDPR. Please note this is not an absolute right and there may be circumstances where we choose not to delete all of the personal data we hold about you. More information about your right of erasure can be found at <https://ico.org.uk>.

Third Party Links

Chromacity's website may, from time to time, contain links to and from the websites of third parties. If you follow a link to any of these websites, please note that these websites and any services that may be accessible through them have their own privacy notices and that we do not accept any responsibility or liability for these notices or for any personal data that may be collected through these websites or services, such as contact and location data. Please check these notices before you submit any personal data to these websites or use these services.

Changes to Privacy Notice

We reserve the right to amend this privacy notice. However, any changes we may make to our privacy notice in the future will be communicated to you in some manner.

