

## Privacy Policy

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Williams Trade Supplies Limited ("Williams") is committed to preserving the privacy of all of its customers and visitors to its website at [www.williams.uk.com](http://www.williams.uk.com) (the "Website"). This privacy policy sets out the basis on which any personal data Williams collect from you, or that you provide to Williams, will be processed by us and how Williams uses and protects the information that is provided to it by its Customers and/or users of the Website.

Williams reserves the right to update and amend this privacy policy at any time without notice. You are responsible for reviewing the privacy policy on each occasion that you visit the Website, and if you continue to use the Website after amendments have been made then you are deemed to have accepted the amendments.

If you follow a link from the Website to a third party's website, this privacy policy will no longer apply. Williams is not responsible for the information handling practices of any third party websites and recommends that you read the privacy policy specific to such websites.

**By opening a Credit Account with Williams, ordering goods from Williams or using the Website, you agree to the collection, use and disclosure of your information by Williams under the terms of this privacy policy.**

### 1. Information About Us

Williams is a company registered in England and Wales with Company Registration Number 1864711, whose registered office is at 7 Standard Way, Fareham Industrial Park, Fareham, Hampshire PO16 8XB. Please see the "Contact Us" page on the Website for full contact details and details of our branches.

Williams is included in the Information Commissioner's Register of Data Controllers, with registration number: Z9142406.

### 2. Collection of Information

If you apply for a Credit Account with Williams, you will be asked to complete a Credit Account Application Form, which requires you to provide certain information about you and your organisation, including contact details and trade references. Williams will collect information from you or your organisation if you complete a Credit Account Application Form, order goods from Williams and/or use the Website.

Williams may collect information about you when you contact us, whether by telephone, fax, email or post, and Williams may also collect any information you submit via any online forms, message boards, forums, surveys or any other interactive sections that may be on the Website from time to time.

### 3. Use of Information by Williams

If you apply for a Credit Account with Williams, the information you provide will be used by Williams to verify your organisation's identity and to process the Credit Account Application. Williams may also carry out Credit Reference Searches (details of which are set out in section 4 below).

If Williams approve your Credit Account Application and open a Credit Account for your organisation, Williams will use the information provided to administer your organisation's account and to process any orders for goods received. Unless you have expressly asked us not to do so, Williams may use information provided for marketing purposes, to undertake marketing analysis and to make general improvements to the Website and the Williams' products and Williams may disclose the information in accordance with section 5 below.

Williams will keep your information secure by taking appropriate measures against its unauthorised or unlawful processing and against its accidental loss, destruction or damage. Williams will retain your information for as long as it is needed for the purposes set out in this privacy policy or as otherwise required by law.

### 4. Credit Reference Searches

If you apply for a Credit Account, Williams may make enquiries (and share information) with credit reference agencies and any other third parties it deems necessary. When a search is made with a credit reference agency they may provide both public information (including information from the electoral register and in relation to County Court judgments) and shared credit and fraud prevention information and a footprint may be placed on your credit file by them, which may be seen by other companies and lenders. Williams makes such enquiries, and shares information with credit reference agencies and other third parties, to verify the identity of your

organisation and/or any of its representatives that purport to act on behalf of your organisation and for assessing the application for credit, monitoring and managing your Credit Account and for the purposes of debt collection, tracing and fraud prevention.

## **5. Disclosure of information by Williams to third parties**

Williams may share your information with credit reference agencies and other third parties (as described at section 4 above). Williams may also share your information with any associated organisations or business partners of Williams so that any information or products you have requested can be provided and for administrative and/or marketing purposes. Williams may also share your information with another organisation which buys or is interested in buying our business or assets or to whom Williams transfers its agreement with your organisation and in the course of any negotiations that may or may not lead to such a transfer or sale.

Williams may allow third party providers and contractors who supply goods or services to Williams or who process information on behalf of Williams incidental access to your information. In such circumstances, Williams will endeavour to ensure that they keep your information secure and do not use it for their own purposes.

Williams will disclose any information provided if required to do so by law (such disclosure may be to enforcement authorities or to a third party in the context of actual or threatened legal proceedings) to the extent so required. Unless permitted or required to do so by law, Williams will not otherwise share sell or distribute any of the information provided to us by you or your organisation without consent.

## **6. Cookies**

“Cookie” is the name of a message given by a web server to a web browser. The message is then stored by the web browser in a text file called “cookie.txt” and can be removed from your system at any time. Each time the web browser requests a page from the web server, this message is sent back. A cookie’s main objective is to identify users and personalise their visit by customising web pages for them, for example by welcoming them by name next time they visit the same website.

The Website does not currently use any cookies.

## **7. Your Rights**

You have the right to see any of the information Williams holds about you on payment of a statutory fee (currently £10.00). You also have the right to correct any errors in the information Williams holds about you; please inform Williams of any changes you would like to be made to your details so that we can keep our records accurate and up to date.

You have the right to ask us not to process your personal data for the purposes set out in this privacy policy and to opt out of receiving any marketing material from Williams or any third party at any time.

## **8. Further Information**

If you have any queries about the information held by Williams about you or your organisation or you would like to exercise your rights (as set out above at section 7), please contact us.