



PRIVACY NOTICE

At DART Tool Group Ltd, we understand and respect your concerns regarding security and the privacy of any data and information you supply. DART Tool Group Ltd are committed to ensuring that your data and personal information is used properly and is kept securely. This Privacy Notice explains how DART Tool Group Ltd will collect and use it.

WHO WE ARE

We are DART Tool Group Ltd, a private limited company registered in Scotland, SC425064. We are registered with the Information Commissioner's Office (the ICO) under number [ZA348871](#).

WHAT DATA WE COLLECT AND HOW WE COLLECT IT

When you visit or register on the DART Tool Group Ltd website or any website belonging to DART Tool Group Ltd, we may collect data and other information about you and your company such as, your name, email address, your telephone number, company name and address, plus details of the information you are requesting and any message you wish to send DART Tool Group Ltd, using cookies (see below) or otherwise. This may include information about how you use our website, IT, communication and other systems

We also collect via other IT systems such as door entry systems, reception logs, and CCTV. This can also include:

- billing information, transaction and payment card information,
- personal or professional interests,
- professional online presence, eg LinkedIn profiles,
- contact history, purchase history and saved items,
- information from accounts you link to us, and
- information to enable DART to undertake credit or other financial checks

If you are purchasing from us as a consumer, we shall also collect personal credit card information and other information about you such as your home address if you provide it to us as your delivery address, your personal mobile number, and your personal email address.

This may also happen when you contact us by email, telephone, letter, through social media, registering a guarantee or visit to our premises or one of our exhibition stands.

When you provide personal information to DART Tool Group Ltd, we will treat that information in accordance with this Notice and our Privacy Policy.

When we do so we are subject to the UK General Data Protection Regulation, and we are responsible as 'controller' of that personal information for the purposes of those laws.



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HOW AND WHY WE USE YOUR PERSONAL DATA

DART Tool Group Ltd will use personal information provided by you or gathered in another form

- to process and respond to orders placed, requests, enquiries and complaints and to provide services requested by you;
- to manage and update you on your account and to call you or send you updates about special offers, new services, special promotions, noteworthy news, surveys and events that DART Tool Group Ltd believe will be of interest to you for our legitimate interest of marketing to you;
- to meet our legitimate interest of better understanding users visiting our website. For example, we may produce reports on the most popular search terms by collecting general search term data based on individual searches. However, this aggregate data is anonymous and does not contain any personally identifiable information relating to you;
- for operational reasons such as improving efficiency, training and quality control to meet our legitimate interests or those of a third party, ie to be as efficient as we can so we can deliver the best service for you at the best price (so, for example, we record all telephone calls for training and quality purposes);
- for the purpose of crime prevention and detection and public safety; and/or,
- when required to do so for legal or regulatory purposes or as part of legal proceedings.

With your explicit consent DART Tool Group Ltd may share your data with a trusted vendor who help us to delivery our products/services. We ensure that these vendors uphold the same high standards of data protection. We will only pass on basic data to vendors such as name and contact details.

To use certain features of the website you must register with DART Tool Group Ltd. When you register you must provide accurate and complete information and must update such information when necessary, so it remains accurate and complete.

DART Tool Group Ltd.'s Personal Data Record details where the information is held, why it is held, the basis for processing, how long it is retained and who has access to the data.

SECURITY

DART Tool Group Ltd are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure, we have put in place suitable procedures to safeguard and secure the information we collect.

DART Tool Group Ltd sometimes uses agents and service providers to process personal



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information on its behalf. For example, DART Tool Group Ltd may use third parties to contact you about its products and services, send postal mail and to maintain its IT systems. Where DART Tool Group Ltd uses agents and service providers to process your personal information, we will ensure that it has adequate security measures in place to safeguard your personal information.

COOKIES

When you visit the DART Tool Group Ltd website, a small file called a cookie will be saved on your computer's hard drive. Cookies store small pieces of information about you and allow website operators to accumulate information about your preferences. This means that on future visits to our website, we can identify you and welcome you back.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, you may not be able to use some of the features on the DART Tool Group Ltd website without cookies.

WHERE YOUR PERSONAL INFORMATION IS HELD

Information may be held at our offices and those of our service providers, and representatives and agents. Some of these third parties may be based outside the European Economic Area.

HOW LONG YOUR PERSONAL INFORMATION WILL BE KEPT

We will keep your personal information while you have an account with us, or we are providing products and services to you. Thereafter, we will keep your personal information for as long as is necessary:

- to respond to any questions, complaints or claims made by you or on your behalf;
- to update you on products or services;
- to show that we treated you fairly;
- to keep records required by law.

We will not retain your personal information for longer than necessary for the purposes set out in this policy. Different retention periods apply for different types of personal information.

DATA SUBJECTS RIGHTS UNDER THE UK GDPR

You have the rights in relation to your personal data under the Privacy and Data Legislation (including, where relevant, European legislation). These rights are:

- The right to be informed of what data we hold on you.
- The right to access that information.
- The right to rectify (set straight) that information.
- The right to have that information erased (subject to our legitimate interests).



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- The right to restrict our processing that information (again, subject to our legitimate interests).
- The right to portability.
- The right to object to our processing the information (again, subject to our legitimate interests).
- Rights in relation to automated decision making and profiling.
- The right to complain to the ICO (see below).

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the Guidance from the ICO on individuals' rights.

You may also lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at [https:// ico.org.uk/concerns](https://ico.org.uk/concerns) or telephone: 0303 123 1113.

ACCESS TO YOUR PERSONAL INFORMATION

To request a copy of the personal information that DART Tool Group Ltd holds about you under the General Data Protection Regulation, DART Tool Group Ltd will ask for confirmation of identity before disclosing any. Please address requests to a Director, DART Tool Group Ltd, 1 Wheatfield Road, Dunnikier Business Park, Kirkcaldy, KY13PD

PROCEDURE TO CHANGE YOUR PERSONAL INFORMATION

Should you be unhappy with the personal information we hold about you or how this information is used, we advise you to put your request in a letter or email to a Director, DART Tool Group Ltd, 1 Wheatfield Road, Dunnikier Business Park, Kirkcaldy, KY1 3PD. This will be dealt with within one month of being received by DART Tool Group Ltd.

CHANGES TO OUR PRIVACY POLICY

Any changes we make to our Privacy Policy in the future will be posted on our website.

Updated January 2024