Introduction

At Ashtead Technology we are committed to protecting your privacy and handling your personal data responsibly.

This Privacy Notice explains how we collect, use, store and protect your personal data when you:

- Visit our website (www.ashtead-technology.com)
- Contact us with an enquiry
- Subscribe to marketing communications
- Purchase products or services from us
- Interact with us in the course of our business activities

We encourage you to read this Privacy Notice carefully to understand how we use your personal data and your rights in relation to that data.

Who We Are

Ashtead Technology Group, includes Ashtead Technology Limited (UK) and its holding company and all its subsidiary companies globally, This Privacy Notice applies in relation to all Ashtead Technology Group companies, all of whom may be a data controller responsible for the personal data collected through our website and through our business operations.

The Personal Data We Collect

Depending on how you interact with us, we may collect the following categories of personal data:

Identity Data

- Name
- Job title
- Company name
- Username or account identifier

Contact Data

- Email address
- Telephone number
- Postal address
- Delivery address

Technical Data

- IP address
- Browser type and version
- Operating system
- Device information
- Time zone settings
- Website usage information

Usage Data

- Information about how you use our website, products and services
- Communications with our business

Marketing and Communications Data

- Marketing preferences
- Newsletter subscriptions
- Communication preferences

We do not knowingly collect personal data from children under 16 years of age. We do not intentionally collect special category personal data, such as information relating to health, ethnicity, religion, political opinions, trade union membership or sexual orientation.

How We Collect Personal Data

We collect personal data directly from you when you:

- Submit a website enquiry
- Request information about our solutions or services
- Subscribe to our newsletter
- Purchase products or services
- Contact us by phone, email or post
- Meet with our employees at industry events or conferences

We may also obtain data from:

- Publicly available sources such as Companies House
- Marketing and lead generation activities
- Business partners and service providers
- Sanctions and denied-party screening providers where required by law

We also use analytics technologies to understand how visitors interact with our website. Information collected may include IP address, device information, browser type, pages visited and time spent on the website. This information helps us improve website performance and user experience.

How We Use Your Personal Data

We use personal data to:

Respond to Enquiries

To answer requests for information and manage communications.

Deliver Products and Services

To provide equipment, technology solutions, engineered solutions, support services and customer account management.

Manage Contracts

To fulfil contractual obligations and administer customer relationships.

Improve Our Website

To understand how visitors use our website and improve performance, content and user experience.

Marketing Communications

To send industry insights, newsletters, event invitations and information about our products and services where permitted by law.

Legal and Regulatory Compliance

To comply with legal obligations, tax requirements, export controls, sanctions regulations and other applicable laws.

Our Lawful Bases for Processing

Under UK data protection law, we rely on one or more of the following lawful bases:

- Contract

Where processing is necessary to perform a contract with you or to take steps before entering into a contract.

- Legitimate Interests

Where processing is necessary for our legitimate business interests, including:

- Managing customer relationships
- Responding to enquiries
- Improving our services
- Website analytics
- Business development and marketing

We always balance these interests against your privacy rights.

Legal Obligations

Where processing is necessary to comply with legal or regulatory requirements.

Consent

In limited circumstances, where required by law, we rely on your consent. You may withdraw consent at any time.

Marketing Communications

We may send marketing communications that we believe are relevant to your professional interests. You may unsubscribe from marketing communications at any time by:

- Clicking the unsubscribe link in any marketing email; or
- Contacting us directly.

Opting out of marketing communications will not affect service-related communications.

Cookies and Similar Technologies

Our website uses cookies and similar technologies to improve functionality, enhance user experience and better understand how visitors interact with our website.

Our Cookie Policy

Once you agree to allow our website to use cookies, you also agree to our use of the information collected regarding your online behaviour, including analysing website traffic, pages visited and the time spent on our website.

Cookies may collect information such as:

- IP address
- Pages visited
- Browsing activity
- Time spent on the website

The data collected through cookies helps us understand how our website is used and allows us to improve and tailor the user experience.

Some cookies are essential for the operation of the website and cannot be disabled through our website. Other cookies, such as analytics cookies, are optional and will only be used where you have provided your consent.

If you wish to disable cookies, you can do so through your browser settings. Please note that disabling certain cookies may affect the functionality and performance of the website.

Further information about managing cookies can be found at:

https://www.internetcookies.com

Sharing Your Personal Data

We may share your personal data with:

Ashtead Technology Group Companies

Where it is necessary to respond to your enquiry, deliver services or support regional business operations.

Service Providers

Including:

- IT and hosting providers
- Payment processors
- Logistics providers
- Professional advisers
- Analytics providers

Regulatory Authorities

Where disclosure is required by law.

Business Transactions

In connection with mergers, acquisitions, restructuring or the sale of assets.

We do not sell your personal data.

International Transfers

Ashtead Technology operates globally. As a result, your personal data may be transferred to and processed outside the United Kingdom.

Where we transfer personal data internationally, we implement appropriate safeguards to protect your

information, including contractual protections and other mechanisms required under applicable data protection laws.

Data Security

We maintain appropriate technical and organisational measures designed to protect personal data from:

- Unauthorised access
- Accidental loss
- Misuse
- Alteration
- Disclosure

Access to personal data is limited to employees, contractors and service providers who require it for legitimate business purposes and who are subject to confidentiality obligations.

Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including satisfying legal, accounting, tax and regulatory requirements.

Retention periods vary depending on the nature of the data and the purpose for which it was collected.

When personal data is no longer required, it is securely deleted, anonymised or archived in accordance with our records management procedures.

Your Rights

You have the right to:

- Access your personal data
- Correct inaccurate personal data
- Request erasure of personal data
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent where consent is relied upon

To exercise any of these rights, please contact us using the details below.

We may need to verify your identity before responding to your request.

Automated Decision-Making

Ashtead Technology does not carry out automated decision-making or profiling that

produces legal or similarly significant effects on individuals.

Third-Party Websites

Our website may contain links to external websites. We are not responsible for the privacy practices of those websites and encourage you to review their privacy notices before providing any personal information.

Contact Us

If you have any questions about this Privacy Notice or wish to exercise your privacy rights, please contact the business via marketing@ashtead-technology.com

Complaints

If you are not satisfied with how we have handled your personal data, you have the right to lodge a complaint with the UK Information Commissioner's Office (ICO).

https://ico.org.uk

We would, however, welcome the opportunity to address your concerns before you contact the ICO and encourage you to contact us first.