



OK Hydraulics Ltd Privacy Policy

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This privacy policy sets out how OK Hydraulics Ltd, uses and protects any information that you give OK Hydraulics Ltd. OK Hydraulics Ltd is a company registered in England and Wales under company number 15534942.

OK Hydraulics Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

How do you use my data?

When you purchase goods from our website, we will use your personal information to complete your purchase. The details we collect from you will include your name, address, email address, phone number and payment information.

To complete your purchase, we share your personal information with our subcontractors who are involved in the purchase process, such as payment providers, as well as credit reference agencies who we use to assess fraud, credit and/or security risks.

We need to process your personal information in this way to enter into and perform the contract for the item you have purchased from us.

When you phone us or message us using our website chat service, we may also handle your personal information (your name, contact details and the other details you provide to us) in order to provide the customer services, you have asked us to. We will need your personal information to process an order by telephone. It may also be required if you ask us to confirm whether a particular product is available or explain how our delivery or returns process works.

We rely on your consent to handle your personal information in this way, which you can withdraw at any time. If you do not provide us with the personal information we request from you for customer services purposes, we may not be able to fully answer your queries.

When you have expressed an interest in our products:

If you have opted in via our website or over the telephone to receive marketing communications from us, we will handle your personal information (such as your name, email address and postal address and telephone number) to provide you with marketing communications in line with any preferences you have told us about.

When we send you marketing emails, we rely on your consent to contact you for marketing purposes. Every email we send to you for marketing purposes will also contain instructions on how to unsubscribe from receiving them.

We may also use your email address for marketing via social media. We rely on our legitimate interest to promote the success of our business to do this. When we use your email address in this way, we do not add your email address to any third-party platforms in a personally identifiable form.

You are not under any obligation to provide us with your personal data for marketing purposes.

You can tell us that you do not want your personal information to be processed in this way at any time by contacting us at sales@okhydraulics.co.uk or, where relevant, by following the unsubscribe link shown in every marketing communication you receive from us.

To make our site better:

We will also use your personal information to provide you with a more effective user experience (such as by displaying products we think you will be interested in, based on your purchase history and browsing habits).

Our use of your information in this way means that your experience of our site will be more tailored to you, and that the products you see on our site may differ from someone accessing the same site with a different purchase history or browsing habits.

We also share your aggregated, anonymous data with third party analytics and search engine providers that assist us in the improvement and optimisation of our site.

We will also use your personal information for the purposes of making our site more secure, and to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.

We process your data for this reason because we have a legitimate interest to provide you with the best experience we can, and to ensure that our site is kept secure.

You can prevent us from using your personal information in this way by using the 'do not track' functionality in your internet browser. If you enable do not track functionality, our site may be less tailored to your needs and preferences.

If our business is sold:

We will transfer your personal information to a third party:

- if we sell or buy any business or assets, we will provide your personal information to the seller or buyer (but only to the extent we need to, and always in accordance with data protection legislation); or
- if OK Hydraulics Ltd or the majority of its assets are acquired by somebody else, in which case the personal information held by OK Hydraulics Ltd will be transferred to the buyer.

We process your personal information for this purpose because we have a legitimate interest to ensure our business can be continued by the buyer. If you object to our use of your personal information in this way, the relevant seller or buyer of our business may not be able to provide services to you.

In some circumstances we may also need to share your personal information if we are under a duty to disclose or share it to comply with a legal obligation.

What about technical information and analytics?

Information we collect about you: When you visit our site we will automatically collect the following information:

- technical information, including the Internet protocol (IP) address used to connect your computer to the internet, your login information, browser type, language and version, time zone setting, browser plug-in types and versions, screen resolution, operating system and platform; and
- information about your visit, including the full Uniform Resource Locators, clickstream to, through and from our site (including date and time), page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs) and methods used to browse away from the page.

Information we receive from other sources: We are also working closely with third party advertising networks, analytics providers, hosting providers and search information providers from whom we may also receive general aggregated anonymous information about you.

We will combine the information you provide to us with information we collect about you.