



TUNGSTEN CARBIDE INSERT MANUFACTURERS

PRIVACY POLICY

The purpose of this privacy policy is to be transparent about what data we collect, and how we use it. We hope you will take time to read it carefully.

It is Serrations' intention to be clear and open about how we collect and use data related to you. Collection of your personal information is done on a voluntary basis only (contact forms, personal contact with us). All parts of our website are available for visitors without registration.

Cookies

Serrations website uses cookies and similar technologies to recognise you and/or your devices. Cookies are small bits of data sent by an Internet server to your browser, which is returned by the browser each time it subsequently accesses the same server, used to identify the user or track their access to the server.

Serrations use cookies to collect data used to optimise the functionality of the website. Serrations does not use this data to identify the individual user or to add new data to the individual user.

Cookies are stored on your device. You can control the use of cookies via your browser settings. You can delete cookies from your browser and still use Serrations' website.

Data collection process

Collection of data

We collect two types of data related to your activity and interaction with us.

Firstly, we collect anonymous session data through Google Analytics. We do this to analyse the performance of our pages and improve your user experience.

Secondly, we store data voluntarily supplied to us through contact forms, phone calls, and other communication channels. This most often includes your first name, last name, title, phone number, e-mail address, company information and other related details if necessary. This information is stored

in customer files and in general enquiry files in our office and any data stored on our cloud storage is encrypted. Some of our employees have access to this information but it is not shared with third parties. If you have made contact with us and would like us to delete any contact details that we hold then please let us know.

Use of data

Serrations has ongoing access to statistical data regarding visitor activity on the website. It is not possible to recognise individual users from this information.

Serrations can use the information mentioned above to see how you find information on www.serrations.com Serrations can see if you start from the front page and move down on the other pages, or if you enter the page via a search engine or via external links.

This information is only used in relation to the discontinuation of operations and for the compilation of statistics which for example can be used to improve Serrations' website and optimise the user experience.

Electronic traces

Our website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

E-mail addresses

The e-mail address you have voluntarily submitted to us is used as 'recipient's address' when contacting you by e-mail. We rarely send out offers, product news or related marketing material but if we did we would use these e-mail addresses.

These emails are sent only with your consent. We reserve the right to use any additional information you provided with your e-mail address to enhance and personalise the messages you receive.

We do not use third-party e-mail marketing platforms to send out newsletters.

Social Media

Serrations is not currently present on social media platforms other than LinkedIn where James Hartley can be contacted directly.

IT service providers and Third Parties

We use external IT service providers for web development and optimisation activities. We make sure that we only work with reputable providers that are compliant with strict privacy policies.

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

Updating Privacy Policy

We will continuously update our privacy policy and make sure you are properly informed as these updates are related to the way we process your data.

For questions, concerns and complaints

If there are any questions regarding this privacy policy, you may contact us using the information below.

Serrations Ltd
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Chesterfield
S41 9RQ
01246 456595
enquiries@serrations.com
www.serrations.com

You have a right to know what information we have stored on you and/or your company.

Note that if you contact us via telephone to know what information we have stored on you and/or your company, we will ask some questions in order to ensure that it is in fact you calling, as we do not pass our customers' private information. Similarly, one cannot ask for information to be deleted on behalf of others.