

Privacy Policy

At the ROYD Tool Group and our underlying brands (SMART, ACER and Optimaxx) we understand your requirement for personal information to be respected, safeguarded and used in the correct manner. As such, we are committed to collecting and handling personal information responsibly and securely and in accordance with this Privacy Policy, which explains how the ROYD Tool Group will collect and use your personal information.

What personal information we collect and store, and how we use it

Whether a distributor of our products, an end-user or a supplier, we are likely to collect a limited amount of personal data to enable us to provide a quality customer experience, fulfil contractual obligations, respond to your requests or other legitimate reasons such as news, product updates and offers.

You may provide personal information to ROYD Tool Group, including our brands (SMART, ACER and Optimaxx), when you speak to us via email, mail, telephone, social media, face to face, on our premises or through events and exhibitions. We may also ask for your personal information through forms on our website, forms we send to you via email or mail and in some instances, we may ask you to provide consent to store and process your personal information.

The below outlines the personal information we will collect and store, why we need it and what we use your personal information for.

Distributors

Personal Information	Why we need it and what it's used for
<ul style="list-style-type: none"> • Name • Company Name • Email • Telephone Number • Address • Date of Birth 	<p>This personal information will be collected and stored to;</p> <ul style="list-style-type: none"> • fulfil contractual obligations, such as processing and delivering orders, responding to requests, enquiries, complaints and provide services requested by you. • Deliver relevant news, product updates, surveys and promotions within our legitimate interests which we think will be of interest to you. • If you have provided consent, we may store and process your date of birth to provide timely birthday messages, gifts or offers.

End Users

Personal Information	Why we need it and what it's used for
<ul style="list-style-type: none"> • Name • Email • Telephone Number • Address • Proof of purchase • Plus additional information your provide within requests or enquiries 	<p>This personal information will be collected and stored to;</p> <ul style="list-style-type: none"> • Respond to your requests and enquiries • Process product returns and replacements • Register your product warranty • Where you have provided consent, to deliver relevant news, product updates, surveys and promotions.

How we safeguard your personal information and how long we keep it

The ROYD Tool Group recognises our responsibility to keep your personal information secure and are committed to ensuring your information is safeguarded and only stored for as long as required.

In respect of safeguarding your personal information, all of ROYD Tool Groups data, including our brands (SMART, ACER and Optimaxx) is securely stored in a central location. Your personal information can only be accessed by those authorised to do so and we have put in place procedures to ensure unauthorised access or disclosure of your personal information does not occur.

We will only keep your information for as long as necessary in relation to the purpose it was originally collected/processed, although we may keep your data for longer if required for legal or regulatory reasons.

Who your personal information is shared with

We may share your personal information with other businesses or organisations for the purposes of fulfilling our contractual obligations, legitimate interests or requests, queries or services requested by you, or otherwise where you have provided consent for us to do so. Examples of such businesses or organisations we may share your personal information with include:

- Couriers
- Marketing services
- Postal fulfilment services
- CRM services
- Cloud & Data Storage providers
- Social Media Companies
- Suppliers
- Payment services
- Accountants
- Auditors
- Regulators and authorities

We will not share, rent, sell or trade your personal information with other companies and businesses for their own marketing purposes.

Cookies

The ROYD Tool Group website and all our brands websites (SMART, ACER and Optimaxx) may use cookies to monitor your behaviour when browsing the sites. This includes analytics for advertising and traffic statistics which we monitor to help us improve your experience on the websites. We do not use this data to personalise website content specific to your behavioural patterns and the data is not personally identifiable. If you prefer, you can modify your browser settings to decline cookies.

How to access, update, amend or remove your personal information

We do not currently provide a facility to manually access, update, amend or remove your personal information. However, you can request access to your information in the form of a copy of all the personal information we store on you via phone, email or mail at any time. Similarly, you can update your personal information, request an amendment or erasure at any time via phone, email or mail.

Your request to access, update, rectify or erase your personal information stored by us will be fulfilled within one month.

If you previously provided consent for us to store and process your personal information, you can withdraw your consent for some or all processing of your personal data at any time via phone, email or mail. Additionally, all our marketing communications will provide a clear and simple way for you to opt-out and withdraw your consent.

To request access, rectification or erasure of your personal information, or to withdraw consent:

- Call us: 01245 216 540
- Email us: marketing@roydtoolgroup.com
- Post to: ROYD Tool Group UK Ltd, Unit 3 Grange Farm Business Ctr, Woodham Road, Battlesbridge, Wickford, SS11 7QU

Your rights

Under European Data Protection and privacy regulations you have certain rights regarding your personal information, which are:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.

Contact us

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Changes to our Privacy Policy

Any changes to our Privacy Policy will be posted on our websites:

www.roydtoolgroup.com

www.smart-toolgroup.com

www.acer-tools.com

www.optimaxx-uk.com