

# PRIVACY STATEMENT FOR LASCAR ELECTRONICS

Lascar Electronics respects your privacy and is committed to protecting your personal data. This privacy notice tells you how we look after your personal data when you visit our website or interact with a Lascar Electronics representative in person, via telephone or email. The notice also describes your privacy rights and how the law protects you.

This privacy notice is provided in a layered format. Click through to the specific areas set out below.

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## THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Information about yourself and the company you work for** including your name and contact details, your company name and company details, information about your role in the company, and how you heard about us.
- **Transaction data** including details about payments to and from you and other details about products and services you have purchased from us.
- **Technical data** including IP addresses, login data, browser type and version, time zone setting and location, browser plug-in types and versions as well as operating system and platform.
- **Profile data** including your user name and password, purchases or orders made by you, your interests, preferences and feedback to any survey responses.
- **Usage data** including information about how you use our website, products and services.
- **Marketing and communications data** including your preferences in receiving marketing from us and your communication preferences.

## HOW WE COLLECT YOUR PERSONAL DATA

We use different methods to collect data from and about you including:

- **Direct interactions** including personal data you provide when you:
  - apply for our products or services;
  - create an account on our website;
  - subscribe to our service or publications;
  - request information about our products or services;
  - enter a competition, promotion or survey; or
  - give us some feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:

Technical Data from the following parties:

- analytics providers;
- advertising networks and;
- search information providers.

Contact, Financial and Transaction Data from providers of technical, payment and delivery services.

Identity and Contact Data from data brokers or aggregators.

Identity and Contact Data from publicly available sources.

## HOW WE USE YOUR PERSONAL DATA

Depending on your interactions with us, we will use your personal information for the following purposes:

**To establish a contract we are about to enter into or have entered into with you.**

- To register you as a new customer.
- To process and deliver orders.
- To manage payments, fees and charges.
- To manage our relationship with you.

**Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests:**

- To administer and protect our business and this website/s.
- To deliver relevant website content and advertisements to you and measure or understand its effectiveness.
- To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.
- To make suggestions and recommendations to you about goods or services that may be of interest to you.
- To enable you to take part in a prize draw, competition or complete a survey.

**Where you have provided your consent:**

- To make suggestions and recommendations to you about goods or services that may be of interest to you.
- To enable you to take part in a prize draw, competition or complete a survey.

**Where we need to comply with a legal or regulatory obligation:**

- To notify you about any changes to our business terms.
- To notify you about any changes to this privacy policy.

## **DISCLOSURES OF YOUR PERSONAL DATA**

Lascar Electronics needs to share information with certain selected third parties in order to operate our business:

- Lascar Electronics is a member of a world-wide group of companies, of which Larasian Ltd is the parent company. For full details of the Larasian Group of companies, please visit [www.larasian.com](http://www.larasian.com). Lascar Electronics shares personal information with other members of the Larasian Group as necessary to support our services and to improve our customer insights.
- **Service Providers:** We provide information to our service providers acting on our behalf (for example to companies that provide digital marketing services like product recommendation, statistical analysis, business & operational insight, website optimization), as well as to those third parties involved in the delivery chain (for example freight forwarders, couriers and delivery companies). On occasion, we also share personal information with our professional and legal advisors.
- **Government Authorities:** Where your order is due for delivery outside the UK, we may need to share information with customs authorities both in the UK and in the country of destination. We may also share personal information with law enforcement or other governmental authority, e.g. to report a fraud or in response to a lawful request.
- **Credit & Fraud Checking:** We may share information with credit reference agencies and with third parties engaged in fraud prevention and detection.

- **Media:** From time to time, we may release aggregated and anonymised marketing statistics to business partners, or may use these in press releases, advertising, or published reports. We would only personally identify you or any other customer in such press releases, advertising, or reports with your prior consent.
- **Business or Asset Sale:** In the event that we sell any business assets, the personal information of our customers may be disclosed to a potential buyer. In this event, we will make reasonable attempts to ensure the buyer will be bound by the terms of this privacy statement.

We may also disclose personal information in cases where we believe the disclosure is necessary to protect the rights, property or personal safety of Lascar Electronics, our customers, employees or the public, or where we are otherwise legally permitted to do so.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions

## HOW WE STORE YOUR PERSONAL DATA, AND FOR HOW LONG

Lascar Electronics is part of a global group and also uses service providers based around the world. Consequently, your personal information may be processed in countries outside of Europe, including in countries where you may have fewer legal rights in respect of your information than you do under local law. If we transfer personal data outside the European Economic Area we will, as required by applicable law, ensure that your privacy rights are adequately protected by appropriate safeguards. Please contact us if you would like more information about these safeguards.

We keep your personal information for as long as we need it for the purposes set out above, and so this period will vary depending on your interactions with us. For example, where you have made a purchase with us, we will keep a record of your purchase for the period necessary for invoicing, tax and warranty purposes. We may also keep a record of correspondence with you (for example if you have made a complaint about a product) for as long as is necessary to protect us from a legal claim. For more information about the duration of cookies please refer to the cookie policy.

Where we no longer have a need to keep your information, we will delete it. Please note that where you unsubscribe from our marketing communications, we will keep a record of your email address to ensure we do not send you marketing emails in future.

## HOW WE PROTECT YOUR PERSONAL DATA

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

## YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data, including the right to:

- request access to your personal data
- request correction of your personal data
- request erasure of your personal data
- object to the processing of your personal data
- request restriction of processing your personal data
- request transfer of your personal data
- withdraw consent

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

## COOKIES

Lascar Electronics uses cookies and similar technologies to provide the functionality of our website/s and improve upon its/there performance. For more information about cookies, please read our Cookie Policy ([LINK](#)).

## CONTACT US

For questions regarding this privacy notice or how we use your personal data, please [\[CLICK HERE\]](#) to see our options of how to get in touch.

You are also entitled to contact the UK Information Commissioner's Office if you have any questions or concerns regarding your personal information.

## UPDATES TO THIS PRIVACY STATEMENT

We may change this privacy statement from time to time in order to reflect changes in the law, regulatory guidance or our data privacy practices in compliance with the law. When this happens and where required by law, we will provide you with a new or an updated notice detailing how the use of your personal information is changing and, if necessary, obtain your consent for the further processing.