GHEDINI UK DATA PROTECTION & PRIVACY POLICY

Introduction

Ghedini UK is committed to protecting our customer privacy and takes its responsibility regarding the security of customer information very seriously. We will be clear and transparent about the information we are collecting and what we will do with that information.

This Policy sets out the following:

What personal data we collect and process about you in connection with your relationship with us as a customer and through your use of our website.

- Where we obtain the data from
- What we do with that data
- How we store the data
- Who we transfer/disclose that data to
- How we deal with your data protection rights
- And how we comply with the data protection rules

All personal data is collected and processed in accordance with UK/ EU data protection laws (DPA/GDPR).

The new GDPR regulations identify a set of principles which form the basis of how Ghedini UK will use your personally identifiable information:

- Process all information lawfully, fairly and in a transparent manner.
- Collect personal information for a specified, legitimate purpose.
- Ensure that the personal information processed is adequate, relevant, and limited to the purposes for which it was collected.
- Ensure the personal information is accurate and up to date.
- Keep your personal information for no longer than is necessary for the purpose for which it was collected.
- Keep your personal information securely using appropriate technical or organisational measures.

Data Controller:

Mr P Davey T/A Machine Serve trades under the name of Machine Serve. Our office address is Machine Serve, Cloudberry farm, Hollocombe, Chulmleigh, Devon, EX18 7QD. Our telephone contact number is 01837 682610.

What Personal data we collect

Personal data means any information relating to you which allows us to identify you, such as your name, contact details, order details and payment details.

We may collect personal data from you when you make an enquiry regarding our products or make a purchase, use our website or when you contact us directly.

Specifically, we may collect the following categories of information:

1. Name, home address, e-mail address, telephone number, credit/debit card or other payment details.
2. The communications you exchange with us or direct to us via letters, emails, calls, and social media.
3. The products or services that you have purchased or enquired about.

We will not process what is considered “sensitive” personal data under applicable data protection laws.

What do we use your personal data for, why and for how long

Your data may be used for the following purposes:

a. In providing products and services you request we use the information you give us to perform the services you have asked for in relation to the purchase of products or parts or the servicing of your machinery.
b. Contacting you in the event of updates from manufacturers regarding the products that you have purchased from us.
c. Credit or other payment card verification/screening: we use your payment information for accounting, billing, and audit purposes and to detect and / or prevent any fraudulent activities. Payment Card details are never stored after processing.
d. Administrative or legal purposes: we may need to use your information to ensure that conditions of warranties relating to your purchases are protected. This may mean the sharing of your information with the specific manufacturer of machinery purchased. We may also contact you with regards annual service requirements linked to warranties.
e. Customer Services communications: we may use your data to manage our relationship with you as our customer and to improve our services and enhance your experience with us.

Marketing: from time to time, we may contact you with information regarding promotions and new/ancillary products via e-communications. We will only do this if you have consented to such marketing communications and you will also be given the opportunity on every e-communication that we send you to indicate that you no longer wish to receive our direct marketing material.

We will only process your personal data where we have a legal basis to do so. The legal basis will depend on the reasons we have collected and need to use your personal data for.

We will not retain your data for longer than is necessary to fulfil the purpose it is being processed for. To determine the appropriate retention period, we consider the amount, nature and sensitivity of the personal data, the purposes for which we process it and whether we can achieve those purposes through other means.

We must also consider periods for which we might need to retain personal data to meet our legal obligations or to deal with complaints, queries and to protect our legal rights.

When we no longer need your personal data, we will securely delete or destroy it. We will also consider if and how we can minimise over time the personal data that we use, and if we can anonymise your personal data so that it can no longer be associated with you or identify you, in which case we may use that information without further notice to you.

Security of your personal data

We follow strict security procedures in the storage and disclosure of your personal data, and to protect it against accidental loss, destruction, or damage.

We may disclose your information to trusted third parties for the purposes set out in this Privacy Policy. We require all third parties to have appropriate technical and operational security measures in place to protect your personal data, in line with EU law on data protection rules.

Sharing of your personal data

We will only share your personal data with the third parties for the purpose described in this Privacy Policy and specifically for the provision of services and products from Ghedini UK.

Manufacturers of equipment or services, from whose range you have purchased via Ghedini UK, as required for warranties.

Service providers we are using to run our business such as providing e-mail marketing service providers assisting our marketing team with running customer surveys and providing targeted marketing campaigns.

Credit and debit card companies which facilitate your payments to us, and which may need information about your method of payment to process payment or ensure the security of your payment transaction.

Legal or law enforcement agencies as required to meet any legal obligations.

We will always ensure that we take reasonable measures to ensure that any third-party provider we deal with to ensure the running of our business is GDPR compliant and will equally, take all reasonable measures to protect your personal data and be for the specific, legitimate basis stated.

We will never share your personal data to third parties for non-related marketing purposes.

Website and Cookies

Our Ghedini UK website use cookies to enable us to improve our service to you and to provide certain features that you may find useful.

Cookies are small text files that are transferred to your computer's hard drive through your web browser to enable us to recognise your browser and help us to track visitors to our site; thus enabling us to understand better the products and services that will be most suitable to you. A cookie contains your contact information and information to allow us to identify your computer when you travel around our site for the purpose of helping your website experience.

Most Web browsers automatically accept cookies, but, if you wish, you can change these browser settings by accepting, rejecting and deleting cookies. The "help" portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether.

If you choose to change these settings, you may find that certain functions and features will not work as intended. The cookies we use do not detect any information stored on your computers.

For more information about cookies and how to stop cookies being installed visit the following website: www.cloudflare.com/learning/privacy/what-are-cookies/.

We may use tracking software to monitor customer traffic patterns and site usage to help us develop the design and layout of the websites. This software does not enable us to capture any personal passenger information.

You have the right to make a complaint at any time to a supervisory authority. The Information Commissioner's Office (ICO) is the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

Your Data Protection Rights

The EU General Data Protection Regulations and the Data Protection Act grants several rights that Ghedini UK uphold. These are:

- The right to be informed via Privacy Notices such as this.
- The right to request access to any personal information that we hold. This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- The right to request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- The right to request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- The right to object to processing of your personal information where we are relying on a legitimate interest and there is something about your situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- The right to object to automated decision-making including profiling, that is not to be subject of any automated decision-making by us using your personal information or profiling of you.
- The right to request the restriction of processing of your personal information.
- The right to request transfer of your personal information in an electronic and structured form to you or to another party (commonly known as a right to "data portability"). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.
- The right to withdraw consent. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

If you want to exercise any of these rights, then please contact us directly.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). If your request for access is clearly unfounded or excessive, we may refuse to comply with the request in such circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

Changes to this Privacy Policy

We may change this privacy policy from time to time and will place an updated version on our website for customer download.

Updated 22nd October 2026