



## Rytons Building Products Ltd.

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## PRIVACY POLICY

At Rytons, we are committed to maintaining the trust and confidence of our contacts and anyone who visits our website, calls or emails us or subscribes to our email list. Here we outline how we treat and use data collected to meet data protection obligations.

We collect, hold and processes a range of information. This includes:

- company name, address, telephone number, website address, your name and contact details, including email address and alternative telephone numbers;
- products purchased and current supplier;
- brief history notes of telephone conversations;
- details of orders placed;
- emails to and from our company.

We need to process data to maintain current customer records and administrate orders and accounts. Processing this data allows us to:

- process, dispatch and administrate purchase orders;
- record verbal conversations regarding pricing, technical information and other such requests;
- record information that will aid our sales team in procuring future business.

Data will be stored in a range of different places, including our CRM (Customer Relationship Management) system and ERP (Enterprise Resource Planning) software.

We use third party couriers to deliver our orders. Information such as contact name, company name, address and contact numbers are provided for delivery and tracking purposes. Courier privacy notices are available on request, email [anthony.irwin@rytons.com](mailto:anthony.irwin@rytons.com).

### Visitors to our website

When someone visits [www.vents.co.uk](http://www.vents.co.uk) (re-routed to <http://rts.vents.co.uk/blog/>) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find information such as number of visitors to different parts of the site. This information is processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. Also see our Cookies Policy below.

If, during a visit to our website an online form is completed and sent to us, information collected may be recorded on our CRM system and ERP software so we may deal with the enquiry or request, and administrate any orders and accounts. Recorded email addresses will not be used for promotional emails unless a positive opt-in to our mailing list is received.

### Calling or emailing us

When someone telephones or emails us we may need to collect information and record it on our CRM system and ERP software to deal with an enquiry or request, and administrate any orders and accounts. Recorded email addresses will not be used for promotional emails unless a positive opt-in to our mailing list is received. Calls will be recorded for the fulfilment of service and contract and to protect the interest of one or more parties. Credit and debit card information is taken in accordance with the PCI DSS.

### Opting-in to our mailing list

By opting-in to our mailing list you will occasionally receive relevant email updates regarding our products, services and industry news. We tailor email content according to customer type held on our CRM system, so you should never receive anything that would knowingly not be of interest to you.

We use a third party provider, MailChimp, to deliver our mailing list emails. We gather statistics around email opening and clicks, to help us monitor and improve our emails. For more information please see [MailChimp's privacy notice](#).

You can unsubscribe from our mailing list at any time by clicking the unsubscribe link at the bottom of an email.

We do not rent, sell or trade mailing lists with any organisations and businesses.

Opt-in requests are processed using Microsoft Azure Configuration as follows:

#### Azure Database

Database Server: jtechsolutions.database.windows.net  
Database Name: GDPR  
Resource Group: RytonsBuildingProducts

#### Azure Web App Service

App Service: RytonsOptIn  
Full URL: <https://rytonsoptin.azurewebsites.net>  
Pricing Tier: (free)

#### Web Pages

Main Page: OptIn.aspx  
Parameters: ID | Takes the RecID of a Goldmine Contact  
MailChimp Usage: [https://rytonsoptin.azurewebsites.net/optin.aspx?ID=\\*\[URL:OPTIN\]\\*](https://rytonsoptin.azurewebsites.net/optin.aspx?ID=*[URL:OPTIN]*)

#### Goldmine Extractor

Application: .Net Framework 4.6.2 Windows Application, hosted internally at Rytons to directly access Goldmine Database and also directly access on-line GDPR azure database.

#### Process

Description: The Goldmine Extractor is used to extract the email addresses and RecID from Goldmine to a CSV file for import into MailChimp, the email is used by MailChimp to focus the direction of the email, the RecID is used within the MailChimp email template to be able to apply to a button to gather the response for an specific contact. The CSV is imported into a MailChimp list assigning the RecID data to the OPTIN field.

The OptIn.aspx page is passed the RecID from Goldmine via the ID Parameter. When the page is opened (via clicking the accept button within the email template) the webpage will attempt to write a record to the GDPR database adding a unique number along with a date and time stamp. No personal information is held within the GDPR database only the internal Goldmine Reference code. Using the Goldmine Extractor tool the GDPR database can then be used to review all of the 'OptIn' responses, these can then be processed which will in turn update the MERGECODES field of the corresponding Goldmine record using the RecID, the GDPR record is then marked as completed but is retained for Audit Purposes.

### **Links to other websites**

Our website and communications may include links to other websites within the industry. Those sites are not governed by this Privacy Policy. For details of how a linked website uses your information please check that site's privacy statement.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have suitable physical, electronic and managerial procedures in place to safeguard and secure any information we collect.

### **Legal basis**

We use consent and legitimate interest as the GDPR basis to store and process your information.

### **Access to your personal information**

You are entitled to access the personal information we hold about you. Simply email your request to our data protection officer Anthony Irwin at [anthony.irwin@rytons.com](mailto:anthony.irwin@rytons.com).

### **Changes to this Privacy Policy**

We keep this Privacy Policy under regular review.

### **Cookies**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

We use Google Analytics cookies. No personal data is stored in the cookies. They are there to help us monitor activity and traffic to and through our website.

Depending on the browser you use, you should be able to control what cookies are placed on your device through the browser settings.