

Privacy Notice

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from hi-wire.co.uk (the “Site”) or when you make an enquiry or purchase from us in any other way.

1. Personal Information we collect

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>. Please note that cookies are integral to the working of the Site and if you disable them then you will not be able to place orders on it.

- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you make a purchase or attempt to make a purchase through the Site, make an enquiry or purchase in any other way, we collect certain information from you, including your name, billing address, shipping address, payment information, email address, and phone number. When you enter payment information on the Site you are redirected to our payment services provider’s secure website and the payment card number you enter is not seen or stored by ourselves. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Notice, we are talking both about Device Information and Order Information.

We do not collect or store any data about you deemed Special Category Data.

2. How do we use your Personal Information?

We use the Order Information that we collect generally to provide sales quotations or fulfil any orders placed (including credit checking, obtaining credit insurance, collecting money you owe us, processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally;

- We use this Order Information to communicate with you and screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services; and

We use the Device Information that we collect to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

3. Sharing your Personal Information

We share your Personal Information with third parties to help us use your Personal Information, as described above.

In limited and necessary circumstances, your information may be transferred outside of the EEA or to an international organisation to comply with our legal or contractual requirements. Any such transfers will require us to have in place safeguards to ensure the security of your data.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to any court proceedings, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

4. Other ways we use your Personal Information

We do not currently use automated decision making or profiling.

5. Your Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to request access to your personal data, request correction of your personal data, request erasure of your personal data, object to processing of your personal data, request restriction of processing your personal data and request transfer of your personal data. If you have provided consent for the processing of your data you have the right (in certain circumstances) to withdraw that consent at any time which will not affect the lawfulness of the processing before your consent was withdrawn.

If you wish to exercise any of the rights set out above, please contact us.

Additionally, we note that we are processing your information in order to fulfil contracts we might have with you (for example if you ask for a quotation or make an order with us), or otherwise to pursue our legitimate business interests listed above.

You have the right to lodge a complaint to the Information Commissioners' Office if you believe that we have not complied with the requirements of the GDPR or DPA 18 with regard to your personal data.

6. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure

of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

7. Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

8. Identity and contact details

Hi-Wire Ltd is the controller of data for the purposes of the DPA 18 and GDPR.

If you have any concerns as to how your data is processed please contact the Financial Controller, Hi-Wire Ltd, Unit E4, Willowbridge Way, Whitwood, Castleford, WF10 5NP.