



BAILEY PRODUCTS
LIVERPOOL STREET
BIRMINGHAM
B9 4DS
ENGLAND
TEL: 0121 772 6515
FAX: 0121 703 6729

Privacy Policy - General Users and Clients

Introduction

CERRO EMS (ICO registration Z2071345), a trading division of the Marmon Group Limited, takes your privacy very seriously. This Privacy Notice is intended to set out your rights and answer any questions you may have about your personal data. The subject matter also relates to Bailey Products, which is a brand name within Cerro EMS.

If you have entered into a contract with BAILEY PRODUCTS (the company), the controller of your data will be the company. Our data handling policy has been developed alongside the requirements of the data protection act 2018 and the General Data Protection Regulation (GDPR) and applicable national law.

1. What data do we collect?

We collect and process data about you when you interact with us and our products and when you purchase goods from us. The data we process includes:

- Name
- Business address, business email address and business phone number
- Job title
- Payment and delivery details
- VAT registration number
- Any other personal data you provide



A Marmon Group/Berkshire Hathaway Company

Cerro E.M.S., a trading division of The Marmon Group Limited registered in England and Wales
Registration Number: 01376182
Registered Office: 2-20 Booth Drive, Park Farm Estate, Wellingborough, Northamptonshire NN6 6GR
VAT No GB 734 1264 54

2. How do we use this data and what is the legal basis for this use?

We process the data listed in paragraph 1 for the following reasons:

- To establish and fulfil a contract with you, where we are unable to fulfil the contract without it
- To comply with applicable law and regulation
- In accordance with our legitimate interests in protecting BAILEY PRODUCTS' legitimate business interests and legal rights, including but not limited to, use in conjunction with legal claims, compliance, regulatory and investigative purposes (including disclosure of such information in connection with legal process or litigation)
- With your express consent to respond to any comments or complaints we may receive from you, or to investigate any complaints received from you or from others, about our website, products or support services
- We may monitor your customer/supplier account to prevent, investigate and/or report fraud, terrorism, misrepresentation, security incidents or crime, in accordance with applicable law and our legitimate interests
- We may use your information to invite you to take part in market research or surveys

3. With whom and where will we share your data?

We may share your data with our parent company or associated companies to process it for the purposes of analysing markets, optimising costs and to deliver goods or services where elements of those are provided by other Marmon Group companies.

We may also share your data with the below third parties:



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- Our professional advisors such as our auditors and external legal and financial advisors
- Our business partners, suppliers and sub-contractors
- Government authorities and/or law enforcement officials upon an official request

4. How long will you keep my data?

We will not keep your data for any purpose longer than necessary to fulfill the original or a compatible purpose, except for the following exceptions:

- There is a legislative requirement to do so (for example, HMRC requirements)
- Resolve disputes
- Prevent fraud
- Enforcement of our terms and conditions

Where any of these exceptions apply, your data will only be used for the relevant legitimate purpose and not be used for any other purpose, such as marketing.

After it is no longer necessary to retain your data, we dispose of it securely.

5. Where is my data stored?

Your data is stored securely, and is accessible only to personnel that have the authority to view the information. It may be transferred to staff who operate outside of the Economic European Area (EEA) who are employed by our parent company in the United States, in which case the third country's data protection laws will have been



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approved as adequate by the European Commission or other applicable safeguards will be in place.

6. What are my rights in relation to my data?

- You have the right, with some exceptions and qualifications, to ask us to provide a copy of any personal data we hold about you
- If the information we hold about you is inaccurate or incomplete, you can notify us and ask us to correct or supplement it
- If you have a complaint about how we have handled your data, you may be able to ask us to restrict how we use your data while your complaint is being resolved. If you are dissatisfied with the outcome of an investigation into a complaint, you have the right to refer it to the Information Commissioners Office (ICO) via email (<https://ico.org.uk/global/contact-us/email>), or phone 030312311113, or write to the Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.
- You can ask us to erase your data in the following circumstances:
 - By withdrawing your consent for us to use it
 - If it is no longer necessary for us to use your data
 - If you object to the use of your data and we don't have a good reason to continue to use it
 - If we haven't handled your data in accordance with our obligations
- You can raise an objection to the processing of your data if you disagree that we have a legitimate business interest to process it. You can also object to us using your data for direct marketing purposes.
- You have the right to request a transfer of your data to a third party.
- If you have given us your written consent to obtain information, you have the right to withdraw that consent at any time. Once we receive your notice of withdrawal, we will cease processing your data unless we have any other lawful basis on which to continue processing it.



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If you wish to exercise these rights please contact a member of staff, who will direct your request to our data privacy controller. Before responding to your request, we may ask for specific information to confirm your identity.



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