



Tradelink

WOOD PRODUCTS LTD.

25 Beethoven Street
London, W10 4LG
United Kingdom
Tel: +44-20-74607788
email: rweich@tradelink-group.com

PRIVACY STATEMENT

This privacy statement sets out how Tradelink Wood Products Ltd and its Group subsidiary companies "Tradelink" uses and protects any information that you provide to us when you use the Tradelink website or otherwise provide Tradelink with your personal information.

Tradelink is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using the website, you can be assured that it will only be used in accordance with this privacy statement.

Tradelink may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 23rd May 2018 until replaced / updated on our website.

By providing us with your personal information, you agree and consent to its transfer, processing, use and disclosure as outlined in this privacy statement

Action needed to help Tradelink Wood Products to stay in touch with you

You are probably aware that UK Data Protection laws are changing during May 2018, and this will affect the way in which organisations, including Tradelink, can keep in touch with you, and what information we can keep on our system.

The EU General Data Protection Regulation 2016/679 is known as GDPR. Tradelink respects the privacy of your personal information which we use when you fill in our forms or purchase our products. We aim to be as transparent as possible about how we collect information (especially with regards to personal data, what we do with it and what controls you have. Your details will be kept safe and secure, only used by us, or those who work for us, and will not be shared with anyone else.

Tradelink uses your personal data for electronic marketing purposes and may send you emails to update you on Tradelink offers and services.

Tradelink Wood Products aims to update you about products & services which are of interest and relevance to you as an individual. You have the right to opt out of receiving promotional communications at any time, by contacting us at info@tradelink-group.com

What is the GDPR?

The EU General Data Protection Regulation 2016/679 ("GDPR") is a new privacy regulation with comprehensive privacy and security requirements intended to strengthen and unify data protection for individuals within the European Union ("EU"). The GDPR was adopted by the European Parliament in April 2016 and will become effective on May 25, 2018, replacing the current EU Data Protection Directive 95/46/EC and national data protection laws in the EU based on the Directive.

Why the GDPR matters to Tradelink and our customers

GDPR applies broadly to companies that are based both inside and outside the EU and collect and handle personal data from EU-based individuals. Personal data, also known as personal information or personally identifiable information in other parts of the world, is defined as any information relating to an individual that can be directly or indirectly identified, for example by reference to identifiers such as names, identification numbers, location data,



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online identifiers or to one or more factors specific to the individual's physical, physiological, genetic, mental, economic, cultural or social identity.

With new and strengthened rights for individuals, accountability requirements for companies, and increased scrutiny by regulators, companies collecting and handling personal data in the EU, both offline and online (for example, involving e-commerce or online advertising activities), will need to consider and manage their data handling practices and use cases more carefully than ever before.

What are GDPR's key requirements

Built on established and widely accepted privacy principles such as purpose limitation, lawfulness, transparency, integrity and confidentiality, the GDPR strengthens existing privacy and security requirements, including requirements for notice & consent, technical and operational security measures, and cross-border data flow mechanisms. To adapt to the new reality of a digital, global and data-driven economy, the GDPR also formalizes new privacy principles such as accountability and data minimization, which are reflected throughout the text, including in the following requirements:

Data security

Companies must implement an appropriate level of security, encompassing both technical and organizational security controls, to prevent data loss, information leaks, or other authorized data processing operations. The GDPR encourages companies to incorporate encryption, incident management, and network & system integrity, availability and resilience requirements into their security program.

Data breach notification

Companies must inform their regulators and/or the impacted individuals without undue delay after becoming aware that their data has been subject to a data breach.

Security audits.

Companies will be expected to document and maintain records of their security practices, to audit the effectiveness of their security program, and to take corrective measures where appropriate.

Managing your information

We do not share your information with any third parties without your consent except as follows: (1) where such disclosure is necessary to comply with the law or protect the safety of our users or others, or (2) with service providers performing services on our behalf, which may include communications, database, hosting, mailing, delivery and marketing services. Any service providers employed by Tradelink Wood Products will have access to your information solely to the extent necessary to enable them to perform the service on our behalf. Tradelink Wood Products has no obligation to monitor our Web site or the use of our Web site, or to retain the content of any user session. However, Tradelink Wood Products reserves the right at all times to monitor, review and/or retain any information to comply with the law or protect the safety of our users or others.

If you have an enquiry as to the information we hold, or wish to have your personal information removed from our records and systems please contacting us at info@tradelink-group.com

We use cookies on this website



How We Use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer

For additional cookie information please refer to our cookies page

What Personally Identifiable Information (PII) We Collect

We collect personally identifiable information (PII) that you provide to us, which is information that identifies you as an individual. We only do this when you have agreed to our request for that information. This PII may include your:

- Name
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

What We Do with The Information We Gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- internal record keeping.
- to improve our products and services.
- to send you emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- to contact you for market research purposes. We may contact you by email, phone, fax or mail.
- to respond to your requests or queries and improve the content of our communication.



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Security

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

Sharing PII With Third Parties

Sometimes we use and share your information with selected third parties to provide support services in connection with our website and in the normal course of business.

Website Usage

We also automatically collect information about your computer browser type and operating system, websites you visited before and after visiting our website, standard server log information, Internet Protocol (IP) addresses, GPS location data, mobile phone service provider, and mobile phone operating system. We aggregate this information to understand how our visitors use our websites and mobile applications so that we can improve them and the services we offer. GPS location data does not typically identify individual users. We may also share this aggregated information with our Service Partners. This information includes:

- the total number of visits to our websites and mobile applications
- the number of visitors to each page of our websites and mobile applications
- the domain names of our visitors' internet service providers.

How We Protect Your PII

Tradelink will take appropriate legal, organizational, and technical measures to protect your personal information consistent with applicable privacy and data security laws. When Tradelink Wood Products uses a third-party service, provider including a Service Partner, that provider will be carefully selected and required to use appropriate measures to protect the confidentiality and security of personal information. We use a variety of security technologies and procedures to help protect your PII from unauthorised access, use or disclosure. Unfortunately, the transmission of information via the Internet or a mobile phone network connection is not completely secure. Although we will do our best to protect your PII, we cannot guarantee the security of the PII you transmit to our websites: any transmission is at your own risk. While we cannot guarantee that loss, misuse or alteration to data will not occur, once we have received your information, we will employ appropriate technical security measures to prevent such unfortunate occurrences.

When We May Disclose Your PII To Others

Office Outlet reserves the right to disclose personal information about you, including your e-mail address, for reporting to government authorities, to parties in relevant legal proceedings as authorized by the presiding court or tribunal and otherwise to the extent required or explicitly authorized by applicable law. In certain special cases where permitted by local law, we may disclose your PII:



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- when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to you or otherwise injuring or interfering with Tradelink's rights, property or operations, other users of this website or mobile application or anyone else who could be harmed by such activities
- when we believe the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case or administrative investigation
- in connection with a substantial corporate transaction, such as the sale of a product line or division, a merger, consolidation, asset sale or in the unlikely event of bankruptcy.

Use of IP addresses

An IP address is a set of numbers that is automatically assigned to your computer whenever you log on to your Internet service provider or through your organisation's local area network (LAN) or wide area network (WAN). Web servers automatically identify your computer by the IP address assigned to it during your session online.

Tradelink may collect IP addresses for the purposes of systems administration and to audit the use of our websites. We also may use IP addresses to identify users of our websites when we feel it is necessary to enforce compliance with the websites' terms of use or to protect our service, websites or other users.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to us at Tradelink Wood Products Ltd 25 Beethoven St, London W10 4LG or phoning us in the United Kingdom +44 (0)207 460 7788, or emailing us at info@tradelink-group.com