



Privacy Policy

About this Privacy Policy

This policy sets out how we will use and share the information that you give us. This privacy policy relates to personal data collected by us via:

- Our website(s)
- Email correspondence
- Telephone calls
- Paper communications
- Social media
- Visiting our offices
- Enquiring about, or buying products or services from us
- Providing products or services to us
- Trade events such as conferences or exhibitions

You should be aware that if you access third party websites (including those of our Affiliates), using links provided on our websites, these websites are outside our control and have their own privacy policies governing the use of personal data and we do not accept any responsibility or liability for these policies.

Who we are and how to contact us

Linde Material Handling (UK) Ltd, Kingsclere Rd, Basingstoke RG21 6XJ

Our website address is www.lindesales.co.uk

Contact details: 0845 608 5000

What personal data we collect and why we collect it

Personal information may be collected from you in various ways, including:

1. Information about your computer and about your visits to and use of this website (this is information about your browser, your IP address, your general location as determined from your IP address and provided by your browser, the site from which you came, and the links followed when leaving our site). This information is also collected through cookies.
2. When you register and voluntarily provide information in response to questionnaires or download forms, or to register for newsletters (this includes your name, email address, and any other details asked for and which you provide).
3. When you conduct activities on our site (for example, when you purchase a product or service we record what you purchased etc).

Comments

When visitors leave comments on the site, we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automatic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.



Media

Contact forms

Our contact form requests the minimum details required for us to respond to your query, the form collects your name, email address and telephone number (if entered). The contact form also asks for your consent to be contacted using these details via email/telephone; we will only contact you if you have highlighted that you are happy for us to do so. You can request your data or ask for it to be deleted via our contact form or by calling us at any time. We will retain your data indefinitely unless you request it to be removed and will not use this data for any other purpose other than to contact you regarding your initial inquiry.

Cookies

If you leave a comment on our site, you may opt-in to save your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you have an account and you log in to this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

Necessary Cookies enable core functionality. The website cannot function properly without these cookies, and can only be disabled by changing your browser preferences.

Description of Cookie

Functionality cookies

strictly necessary cookies

Purpose

We use these session cookies for essential website functionality

We use these session cookies to remember you and maintain your session whilst you are using our website

Analytical cookies help us to improve our website by collecting and reporting information on its usage.

Description of Cookie

analytical cookies

Purpose

We use these cookies to help us analyse how users use the website

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Description of Cookie

Preference cookies

Purpose

We use these cookies to help us analyse how users use the website



Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

We do not currently use any marketing related cookies

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Integrated material from other websites behaves in the same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. Further information about Google's privacy policy may be obtained from <http://www.google.com/privacy.html>.

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our user's experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on this link.

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this opt-out link.

How long we retain your information

If you leave a comment, the comment and its metadata are kept indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also view and edit that information.

We ensure that personal data is retained only for as long as necessary in accordance with the purposes outlined in this policy and applicable laws. We may be required to retain your personal data for a number of years in order to satisfy legal or contractual obligations, or in order to establish, exercise or defend legal claims. When your personal data is no longer necessary for these purposes, the personal data will be securely deleted.



What rights you have over your data

If you have an account on this site, have left comments or have submitted your details via a form, you can request to receive an exported file of the personal information we hold about you, including any data you have provided to us. You can also ask that we erase any personal data we hold about you. This does not include any information we are obliged to keep for administrative, legal, or security purposes.

Where we send your data

Linde will keep information about you confidential and will never share your data with other companies for marketing purposes. We will only disclose your information with other third parties with your express consent, with the exception of the following categories:

- Any mailing or printing agents, contractors and advisors that provide a service to us or act as our agents on the understanding that they keep the information confidential;
- Any third party Customer Relationship Management Tools;
- Anyone to whom we may transfer our rights and duties under any agreement we have with you;

Visitor comments may be checked through an automated spam detection service.

How we protect your data

Personal data shall be subject to additional safeguards to ensure this data is processed securely. We work hard to ensure data is encrypted when in transit and storage, and access to this data will be strictly limited to a minimum number of individuals and subject to confidentiality commitments.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to any of our websites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access. When possible, encryption is used, both in transit and storage. Access controls within our organization limit who may access information.

Important Information

Questions and queries

If you have any questions or queries which are not answered by this Privacy Policy or have any potential concerns about how we use the personal data we hold, please write to the Data Protection Officer at Linde Material Handling (UK) Ltd, Kingsclere Rd, Basingstoke RG21 6XJ

Policy Changes

This Privacy Policy is regularly reviewed. This is to make sure that we continue to meet the highest standards and to protect your privacy. We reserve the right, at all times, to update, modify or amend this Policy. We suggest that you review this Privacy Policy from time to time to ensure you are aware of any changes we may have made, however, we will not significantly change how we use the information you have already given to us without your prior agreement.

If you have a complaint

Should you believe that any personal data we hold on you is incorrect or incomplete, you have the ability to request to see this information, rectify it or have it deleted. Please contact us through [Data Subject Access Request Form].



In the event that you wish to complain about how we have handled your personal data, please contact Data Protection Officer in writing to:

Attn.: Colin Blebta
Linde Material Handling (UK) Ltd
E-Mail: colin.blebta@linde-mh.co.uk.

Our Data Protection Officer will then look into your complaint and work with you to resolve the matter.

If you still feel that your personal data has not been handled appropriately according to the law, you can contact the Information Commissioner's Office (ICO) at 016525-545745 or 0303-123-1113 or at <https://ico.org.uk>, and file a complaint with them. You also have the right to a judicial remedy against a legally binding decision of the ICO where you consider that your rights under this regulation have been infringed as a result of the controlling or processing of your personal data. You have the right to appoint a third party to lodge the complaint on your behalf and exercise your right to seek compensation.