



Privacy Policy

Your privacy is important to us. This Privacy Policy explains how we collect and process your information. By visiting our website (“our Site”) you are accepting and consenting to the practices described in this policy.

Your personal information may be shared or accessed by any member of our group, or third-party service providers we have retained to perform services on our behalf, around the world, as described below in this Privacy Policy.

Personal Data We Collect & Process

- “Personal data” is information that can be used to identify or contact individuals and includes information such as your name, address, e-mail address, phone number, financial and credit card information, personal description, photograph etc.
- You may give us this information about you by filling in forms on our site, in person at our offices, or by corresponding with us by phone, e-mail or otherwise.
- We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.
- We collect your personal data for legitimate business purposes only. We limit such collection to the information we need to fulfil the business purpose.
- We may also ask you for specific identification information data, but only in limited circumstances such as when setting up an account with us, when determining whether to extend commercial credit or in connection with a job application to us.

When you visit our 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 our Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to our Site and information about how you interact with our 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>.
- “Log files” track actions occurring on our 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 our Site.

Additionally, when you make a purchase or attempt to make a purchase through our Site,

we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number).

We use your personal data for legitimate business purposes only including:

- Carry out our obligations arising from any contracts between you and us
- To deliver services or carry out transactions you have requested
- To provide you with the information, products and services that you request from us
- To provide you with information about other goods and services we offer that are similar to those you have already purchased or enquired about
- To provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you
- To contact you for customer satisfaction surveys, market research or in connection with certain transactions
- In connection with a job application or enquiry
- To run our business operations and manage our risks, including protecting our rights and property, satisfying legal and internal compliance, and audit and security purposes; and
- To improve our products and services
- We will **never** sell your personal data

Members of Our Group & Authorised Third Parties

We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in Section 1159 of the UK Companies Act 2006.

We may share your information with selected third parties including business partners, suppliers and sub-contractors for the performance of any contract we enter into with you, advertisers, financial advisers or professional consultants.

Personal data will not be shared with third parties for their marketing purposes.

International Transfers

Information you provide may be transferred or accessed by companies around the world for purposes as described herein. Such transfers may be made to any place in the world where we do business, including jurisdictions in which applicable laws do not offer the same level of data privacy protection as in your home country. In such cases we take measures to ensure an appropriate level of data privacy protection.

Choice

When we collect personal data from you, you may tell us that you do not want it used for further marketing contact. You can opt out of receiving promotional communications from us by contacting us using the contact information below.

Access to Your Personal Data

- You can contact us at the contact information below to review your personal data, correct your personal data (if it is inaccurate) or request for your data to be deleted if we are not required to retain it by law or for legitimate business purposes.
- We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, violate the privacy of others, or for which access is not otherwise required by local law.

Others

- There are always risks with providing personal data, whether in person, by phone, via the Internet or otherwise. No technology is completely safe or “hacker” proof, Although we will do our best to protect your personal data, we cannot guarantee the security of your data, therefore any transmission is at your own risk.
- We may disclose your information if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, including exchanging information with other companies and organisations for the purposes of complying with applicable legislation.
- We may disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions, or other contractual or legal rights, or to protect our operations or employees.
- 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.

Contact Us

To contact us regarding this Privacy Policy, or if you have any questions or requests, please contact us by e-mail at: office@eieltd.com

For and on Behalf of Europa Import Export Ltd