



Peterson Europe

Vehicle lighting solutions

by design, by technology, by quality

Privacy Policy

This website is operated by PETERSON EUROPE.

At Peterson Europe, the privacy of our users is extremely important to us and we take the issue of protecting personal information very seriously. Therefore, we encourage all users to carefully read this policy, as it contains important information regarding:

- Who we are
- How and why we collect, store, use and share personal information
- How to contact us if you have a complaint

Who We Are

Peterson Europe ('we' or 'us') collect, use and are responsible for storing certain personal information about users ('you' or 'user'). When we do so, we are regulated under the General Data Protection Regulation (GDPR), which applies across the United Kingdom and the European Union and we are responsible as a controller of that personal information for the purposes of those laws.

Personal Data

Personal data is information that can be used to identify you. This includes your name, email address, address, telephone number and job title. Information that cannot be associated with your identity, such as the number of users on a website, is considered anonymous data, not personal data.

The Personal Data We May Collect and Use

a) Personal information you volunteer to us

We collect the following personal information that you provide to us:

- Name
- Job title
- Contact information including email address and phone number
- Demographic information such as postcode

Some examples of when we collect this information include:

- Registering an enquiry on our website
- Replying to one of our customer surveys or entering into a competition
- If you interact with one of our sales representatives, for example at a trade counter, trade show or customer premises
- Through social media platforms
- Completing an account application form

b) Personal information you provide about third parties

If you give us information about another person, you confirm that the other person has appointed you to act on their behalf and agreed that you:

- Shall consent on their behalf to the processing of their personal data
- Shall receive any data protection notices on their behalf
- Shall consent on their behalf to the transfer of their personal data abroad

How we use your personal information

We collect information about our users for the following purposes:

- Internal record keeping
- We may use the information to improve our products and services
- We may periodically send promotional emails about new products, technical updates, event news, important operational information, or other information which we think you may find interesting using the email address you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax, or mail. We may use the information to customise the website according to your interests

Security

We are committed to ensuring that your information is secure. 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.

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 web page 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 personally identifiable information about you, other than the data you choose to share with us.

You can use your browser settings to restrict or block cookies set by our website. If you decide you wish to do this simply use the help function in your browser. If you do decide to restrict or block cookies this may impact the functionality of our website. For a more comprehensive guide visit www.aboutcookies.org. If you want to delete cookies on a mobile phone refer to your handset manual.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Social Media

When you participate in any of our profiles in any of the various social media forums like Facebook, Twitter, Instagram, LinkedIn, YouTube, etc., you should be familiar with and understand the tools provided by those sites that allow you to make choices about how you share the personal data in your social media profile(s).

For these forums, the privacy practices, or policies of these third parties apply, so we encourage you to read the applicable privacy notices, terms of use and related information about how your personal data is used in these social media environments.

Controlling your personal information

You can unsubscribe to general mailings at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at admin@petersoneurope.co.uk and requesting to be removed from our mailing list.

Disclosure of your information

We will not sell your personal data to third parties; however, we may share information we have collected about you in certain situations. Your information may be disclosed as follows:

- By Law - if we believe the release of information about you is necessary to respond to legal process as permitted or required by any applicable law, rule, or regulation
- To Third-Party Service Providers that perform services for us or on our behalf, including service providers who manage aspects of our operations (for example, third parties who provide technical services to the website and marketing assistance) in connection with the purposes

How long do we keep your personal data?

We keep your personal information only for as long as we need to, and for as long as we are required to keep it by law.

Access to your personal information

You are entitled to view, amend, or delete the personal information that we hold. Email your request to admin@petersoneurope.co.uk

Updates to this Privacy Statement

We may change this privacy statement from time to time in order to reflect changes in the law, regulatory guidance or our data privacy practices in compliance with the law. When this happens and where required by law, we will provide you with a new or an updated notice detailing how the use of your personal information is changing and, if necessary, obtain your consent for the further processing.

You may rest assured Peterson Europe take privacy legislation very seriously indeed and shall ensure all data provided by you is securely stored and used solely in the administration of your transactions with Peterson Europe.

We are constantly looking to improve all aspects of our business and aim to be always fully GDPR compliant. Should you believe that anything represented on this website contravenes your data privacy in any way, please contact us at admin@petersoneurope.co.uk