



**Chell Instruments Ltd,**  
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Chell Instruments Ltd  
Privacy Notice – For customers  
ICO Reference Number: ZA370675

Chell Instruments takes your privacy very seriously. This Privacy Notice sets out how Chell collects and uses your personal data, and informs you of your rights.

Our personal information handling policy and procedures have been developed in line with the requirements of the Data Protection Act 1998 and the General Data Protection Regulation (with effect from 25<sup>th</sup> May 2018) and applicable national law.

We collect and process personal data about you when you interact with us, for instance when you enquire about our products and services. This includes:

- Your name, email address and telephone number;
- Your work and, possibly, your home address;
- Your job title;
- Your billing and delivery addresses;
- Your credit or debit card information, and / or other payment information;
- Any other information that you may provide

We process this data for the following purposes:

- As required to establish and fulfil a contract with you, for example, if you make a purchase for goods or services from us. This may include communicating with you, providing customer services and arranging a delivery to you.
- To maintain our relationship with you whilst you are our customer;
- To notify you about changes to our products and services;
- To notify you about price changes;
- To respond to any complaints or comments we may receive from you or others about our products or services or our website
- In the protection of our legitimate business interests and legal rights, including compliance and regulatory purposes
- To monitor the use of our website for marketing purposes
- We may check contact details for the purpose of preventing fraud, security incidents or crime
- We may use your information to invite you to take part in market research or surveys

We may also send you direct marketing in relation to relevant products or services. Where electronic marketing is sent, you will be given an opportunity to opt out. You will continue to be able to opt out of electronic direct marketing at any time by following the instructions at the foot of the relevant communication.

We do not sell your data to third parties.

We may share your personal data with the following third parties:

- Our professional advisors, such as our auditors and legal advisors
- Marketing agencies where they have agreed to process your personal data in line with this Privacy Notice
- Market research companies
- Search engine and web analytics
- Providers of website hosting and maintenance

Personal data may be shared with government authorities and/or law enforcement agencies if required for the purposes above, if mandated by law or if needed for the legal protection of our legitimate interests in compliance with applicable laws.

We will continue to process your personal data until you unsubscribe from our communications. Any data regarding your credit or debit card information is destroyed after 3 months.

The personal data we collect is stored in the UK.

You have the right to ask us not to process your personal data for marketing purposes. You can exercise this right by clicking on the unsubscribe button on any communication we have sent to you or by contacting us.

If the information we hold about you is inaccurate you can notify us and ask us to correct it.

You also have the right to ask us to provide a copy of the personal data we hold about you.

If you have any concerns or questions about how we look after your personal information, please contact Chell at [info@chell.co.uk](mailto:info@chell.co.uk) or by calling 01692 500555 and ask to speak to the Data Protection Officer.