



Privacy Policy Document

WELCOME TO GUYSON GROUP PRIVACY NOTICE

Last Updated: 3rd August 2026

Guyson Group respects your privacy and is committed to protecting your personal data. This Privacy Policy Document will inform you as to how we look after your personal data and tell you about your privacy rights and how the law protects you.

PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how Guyson Group collects and processes your personal data through your use of our website, or by contacting Guyson via phone, mail, email or fax and including any data you may provide.

CONTACT DETAILS

Full name of legal entity: ***Guyson International Ltd***

Email address: gdpr@guyson.co.uk

Postal address: ***Guyson International Ltd, Snaygill Industrial Estate, Keighley Road, SKIPTON, North Yorkshire, BD23 2QR***

Telephone number: ***01756 799911***

PLEASE KEEP US UPDATED ABOUT YOUR DETAILS

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** includes first name, last name, gender, title
- **Contact Data** includes billing address, delivery address where applicable, email address and telephone numbers.
- **Financial Data** includes bank account details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have bid for and/or purchased via us.
- **Technical Data** includes your Internet Protocol (IP) address, browser type and version, operating system, device identifiers, browser plug-ins, time zone setting, location information where available, cookie identifiers, information collected through Google Analytics, Meta Pixel and similar tracking technologies, together with other technology on the devices you use to access our website.
- **Profile Data** user feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** may include your preferences in receiving marketing from us and your communication preferences

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - create an account on our website;
 - open a credit account with us via our accounts team
 - contact us through the website or otherwise (by post, email or phone);
 - request marketing to be sent to you;
 - place an order with us for goods or services;
 - enter a competition, promotion or survey;
 - give us some feedback.

- **Automated technologies or interactions.** When you visit our website, we automatically collect certain technical information about your device, browsing actions and usage patterns through cookies, server logs and similar tracking technologies.

We use technologies including cookies, Google Analytics and Meta Pixel (Facebook Pixel) to help us understand how visitors use our website, measure the effectiveness of our marketing, improve website functionality and deliver more relevant advertising. These technologies may collect information such as your IP address, browser type, pages visited, time spent on pages, referring websites and interactions with our website.

Some of these technologies are provided by trusted third-party service providers who process data on our behalf or as independent controllers in accordance with their own privacy policies.

We collect this information in a way which does not intentionally identify individuals unless you voluntarily provide us with personal information through our website.

Please see our Cookie Policy <https://www.guyson.co.uk/privacy> for further information.

- To opt out of being tracked by Google Analytics across all websites right across the internet visit <http://tools.google.com/dlpage/gaoptout> . However, please be aware that some features of our website may not function properly or may be slower if you refuse cookies.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:

(a) analytics providers such as Google based outside the EU;

(b) search information providers based inside **OR** outside the EU.

- Contact, Financial and Transaction Data from providers of technical, payment and delivery services;
- Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data.

You have the right to withdraw consent to marketing at any time by unsubscribing or updating your preferences using the opt-out link included on all of our marketing emails or by contacting us on marketing@guyson.co.uk

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please see below if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer/supplier	(a) Identity	Performance of a contract with you
	(b) Contact (a) Identity	
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(b) Contact	(a) Performance of a contract with you
	(c) Financial	(b) Necessary for our legitimate interests (to recover debts due to us)
	(d) Transaction	
	(e) Marketing and Communications	
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity	(a) Performance of a contract with you
	(b) Contact	(b) Necessary to comply with a legal obligation
	(c) Profile	(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
	(d) Marketing and Communications	
	(a) Identity	
To enable you to partake in a survey	(b) Contact	(a) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
	(c) Profile	
	(d) Usage	
	(e) Marketing and Communications	
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)
	(b) Contact	
	(c) Technical	(b) Necessary to comply with a legal obligation
	(a) Identity	
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(b) Contact	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy) This includes measuring advertising performance through technologies such as Google Analytics and Meta Pixel where applicable.
	(c) Profile	
	(d) Usage	
	(e) Marketing and	

	Communications	
	(f) Technical	
To use data analytics including website analytics and tracking technologies to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
	(b) Usage	
	(a) Identity	
	(b) Contact	
To make suggestions and recommendations to you about goods or services that may be of interest to you	(c) Technical	Necessary for our legitimate interests (to develop our products/services and grow our business)
	(d) Usage	
	(e) Profile	

MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

OPTING OUT

You can ask us to stop sending you marketing messages at any time by logging into the website and checking or unchecking relevant boxes to adjust your marketing preferences or by following the opt-out links on any marketing message sent to you or by contacting us at any time on marketing@guyson.co.uk

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, product/service experience or other transactions.

COOKIES

Please see our Cookie Policy <https://www.guyson.co.uk/privacy>

CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below for the purposes set out in the table above.

- Third party consultants, contractors or other service providers – including but not limited to: I.T support, software providers and website developers.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

CHILDRENS PRIVACY

Our website and services are intended for business users and are not directed towards children under the age of 18. We do not knowingly collect or process personal information from children. If we become aware that personal data has been collected from a child without appropriate consent where required, we will take reasonable steps to delete that information as soon as practicable. If you believe a child has provided us with personal information, please contact us using the details provided in this Privacy Notice.

DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Please be aware that communications over the internet, including via email, are not secure unless they have been encrypted.

DATA RETENTION

HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, insurance valuation or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are available upon request from us.

YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data (see also our glossary, below).

If you wish to exercise any of the rights set out above, please contact Guyson on: gdpr@guyson.co.uk

NO FEE USUALLY REQUIRED

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We do not sell your personal information to third parties.

WHAT WE MAY NEED FROM YOU

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

TIME LIMIT TO RESPOND

We try to respond to all legitimate requests within 28 days. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.