



## SBP BUILDING PRODUCTS PRIVACY POLICY

This privacy policy sets out how SBP uses and protects any information that you give us. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using your account, then you can be assured that it will only be used in accordance with this privacy statement.

### What we collect

We may collect the following information:

- Name
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers
- Purchase history
- CCTV of the premises that may capture your image

### What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails and texts about new products, special offers or other information which we think you may find interesting using the email address or phone number(s) which 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. In order 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.

## Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form, look for the box that you can tick to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [Office@Rfgroup.info](mailto:Office@Rfgroup.info)

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so. We may use your personal information to send you promotional information about other companies in the RF Group which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to RF Office, 1514-1518 Pershore Road, Stirchley, Birmingham, B30 2NW .

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.