

## **Smith Sagar and Wellgate Fisheries (Wholesale) Ltd Privacy Policy.**

This privacy policy sets out how Smith Sagar/Wellgate Fisheries Ltd use and protect any information that businesses give when they engage either company as a supplier and/or when they use our website.

Smith Sagar/Wellgate Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide information by which you can be identified or when using our website, you can be assured that it will only be used in accordance with this privacy policy. The legal basis for holding this data is our legitimate business interest.

### **What we collect**

We may collect the following information:

- Business name, name and job title
- Business contact information including email address and phone number
- Demographic information such as address and postcode

### **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.
- Contacting business referees.
- We may use the information to improve our range of products.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

### **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 from you and online.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information at any time by writing to or emailing us at [admin@smithsagar.co.uk](mailto:admin@smithsagar.co.uk).

Information may be held indefinitely and for as long as it remains in our legitimate interest to do so.