



## Privacy Policy

**Effective Date:** January 2025

This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you use our website ("Site"). By using this Site, you agree to the collection and use of your information in accordance with this Privacy Policy.

### 1. Information We Collect

#### A. Information You Provide to Us

We may collect personal information directly from you when you:

- Subscribe to newsletters or other communications.
- Submit inquiries or customer service requests.
- Participate in promotions, contests, or surveys.
- Place orders or submit payment information.

Types of information collected may include:

- Name
- Email address
- Telephone number
- Payment and billing information
- Shipping address
- Other information relevant to customer interactions or preferences

#### B. Information Collected Automatically

We may automatically collect information about your device and usage of the Site, such as:

- IP address
- Browser type and version
- Operating system
- Referring URLs
- Pages visited and time spent on the Site
- Cookie identifiers and similar technologies

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## 2. Use of Information

We may use the information we collect to:

- Provide and improve our products and services.
- Process transactions and fulfill orders.
- Communicate with you about your account, orders, or customer support inquiries.
- Send promotional materials or offers (with your consent, where required by law).
- Analyse and improve our Site's performance and user experience.
- Detect and prevent fraud, security breaches, or other potentially prohibited or illegal activities.

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## 3. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our Site. Cookies may store user preferences and session information.

**Types of Cookies We Use:**

- **Essential Cookies:** Required for Site functionality.
- **Performance Cookies:** Help us understand how visitors interact with our Site.

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Registered in England Number 04873085



- **Functional Cookies:** Remember your preferences and enhance functionality.
- **Marketing Cookies:** Deliver tailored advertising content.

You can manage cookie preferences through your browser settings or by using a cookie management tool available on the Site. For more information, please review our Cookie Policy.

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## 4. Disclosure of Information

We do not sell your personal information. We may share your personal information in the following situations:

- **Service Providers:** With third-party vendors for services such as payment processing, data analysis, marketing support, customer service, and order fulfilment.
  - **Legal Obligations:** To comply with legal requirements, protect our rights, or respond to lawful requests from public authorities.
  - **Business Transfers:** In connection with a merger, sale, or acquisition.
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## 5. Data Security

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no Internet transmission or electronic storage method is completely secure. If you suspect a data breach, please contact us immediately.

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## 6. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy, comply with legal obligations, resolve disputes, and enforce our agreements.

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## 7. Your Rights

Depending on your location, you may have the following rights regarding your personal information:

- **Access:** Request access to the personal information we hold about you.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Deletion:** Request deletion of your personal information.
- **Objection:** Object to processing of your personal information for certain purposes.
- **Data Portability:** Request transfer of your personal data to you or a third party.

To exercise your rights, please contact us at [hello@kms.co.uk]. We may require verification of your identity before fulfilling your request.

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## 8. International Data Transfers

We may transfer personal information to countries outside the European Economic Area (EEA) in compliance with applicable data protection laws.

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## 9. Children's Privacy

Our Site is not intended for use by children under the age of 13 (or relevant age in your jurisdiction). We do not knowingly collect personal information from children.

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## 10. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Please review this Privacy Policy periodically.

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## 11. Contact Us

If you have questions about this Privacy Policy or your personal information, please get in touch with us at:

KMS (Europe) Ltd  
Innovation House  
3 Sarus Court  
Manor Park, Runcorn,  
Cheshire.  
WA7 1UL

0044 (0)330 053 5996

[hello@kms.co.uk](mailto:hello@kms.co.uk)

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Using this Site, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.

<b>Signed:</b>		<b>Emlyn Cole-Jones</b>
<b>January 2025</b>	<b>MANAGING DIRECTOR KMS (EUROPE) LTD</b>	

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