

Privacy Policy

Rufilla understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers, suppliers and contacts and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Information About Us

Rufilla Ltd is a company registered in England and Wales No. 7093478. Our registered address is 6a St Andrew's Court, Wellington Street, Thame, Oxon, OX9 3WT.

Our VAT registration No. is 131363252

Our main trading address is D5 Culham Science Centre, Abingdon, Oxon, OX14 5PZ.

Data Protection Officer: Diana Nicholson, email: diana@rufilla.com

Joe Nicholson, email: joe@rufilla.com

Telephone number: +44 (0)1865 201601

Postal Address: D5 Culham Science Centre, Abingdon, Oxon, OX14 5DB, UK

1.0 What Does This Notice Cover?

This Privacy Notice explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

2.0 What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified, in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

3.0 What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Section 10.0.
- b) The right to access the personal data we hold about you. Section 10.0, below, will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Section 10.0 to find out more.

Registered Address:

6a St Andrew's Court | Wellington Street
Thame | Oxon | OX9 3WT

VAT Registration No.: 131363252

Rufilla Ltd is a company registered in England and Wales No. 7093478

Trading Address:

Building D5 | Culham Science Centre
Abingdon | Oxon | OX14 3DB

+44 (0)1865 601201

info@rufilla.com | www.rufilla.com

- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Section 10.0 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Section 10.0.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

4.0 What Personal Data Do You Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us):

- Name;
- Date of birth;
- Gender;
- Address;
- Email address;
- Telephone number;
- Business name;
- Job title;
- Profession;
- Payment information.

5.0 How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for one of more of the following purposes:

- Providing and managing your account.
- Supplying our products and/or services to you. Your personal details are required in order for us to enter into a contract with you.
- Personalising and tailoring our products and/or services for you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email and/or post that you have opted-in to (you may unsubscribe or opt-out at any time by contacting us).
- Any other legitimate business purpose.

With your permission and/or where permitted by law, we may also use your personal data to contact you with information, news, and offers on our products and/or services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our

obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

6.0 How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept in line with guidance from the Information Commissioner's Office.

In the case of data collected during the course of us carrying out project work for you, we will keep this for a period of 10 years following the end of our contract with you. After this time it will be destroyed. You can request destruction of this data at any time by setting out your request to us in writing, and sending or emailing this to us using the contact details in Section 10.0, below.

Any development kit loaned to us for use on your project will be held for a period not exceeding 6 months following project completion. Unless agreed otherwise, all equipment loaned to us will be returned at the end of this period.

7.0 How and Where Do You Store or Transfer My Personal Data?

We may store or transfer some or all of your personal data in countries that are not part of the European Economic Area (the "EEA" consists of all EU member states, plus Norway, Iceland, and Liechtenstein). These are known as "third countries" and may not have data protection laws that are as strong as those in the UK and/or the EEA. This means that we will take additional steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR as follows.

Please contact us using the details below in Part 10 for further information about the particular data protection mechanism used by us when transferring your personal data to a third country.

8.0 Do You Share My Personal Data?

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

9.0 How Can I Access My Personal Data?

If you want to know what personal data we hold about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Section 10.0.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 21 days of receipt and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

10.0 How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details marked for the attention of Diana Nicholson:

Email address: info@rufilla.com
Telephone number: 01865 601201
Postal Address: D5, Culham Science Centre, Abingdon, Oxon, OX14 5PZ

11.0 Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website: www.rufilla.com.
