

Privacy Notice

Power Electronic Measurements (“WE”) respect your privacy and are committed to upholding the seven principles of the General Data Protection Regulations (GDPR). We aim to do this through compliance with this policy and applying the policy to all personal data we process.

How We Collect Data

- We may collect and record information you actively share with us in order to provide you with products or services. This is likely to include your name, email address, physical address (business), job function, telephone number, company, technical areas of interests and product interests;
- We may collect and record information you actively share with us at exhibitions, conferences or trade shows. This is likely to include your name, email address, physical address (business), job function, company, technical areas of interests and product interests;
- We may collect and record information you actively share with us via our website such as when requesting product information or a quotation. This is likely to include your name, email address, job function, company and product interests;
- We may record information relating to your past purchases or enquiries;
- We may collect and record anonymous information during your interactions with our website, pemuk.com, or online advertising with the use of ‘Cookies’. This information can include browser type, referral route, device type, operating system, pages visited; duration of visit and approximate geo-location using services such as Google Analytics.

How We Process Data

We will only process your data where there is a compelling business need or where we feel there is a legitimate interest in contacting you.

- We may process your personal data in order to fulfil any contract that exists between us or in the preparation of such a contract. This includes using your data to prepare quotes, provide product support and fulfil sales orders. *{GDPR Lawful Basis: Contractual}*
- We may share your data with one of our authorised distributors in a country or territory closer to you in order to better support a direct request for a quotation, sales support or product support. *{GDPR Lawful Basis: Contractual}*
- We may use data you have shared with us to contact you to provide product updates and company notices that we feel may be of interest to you. For this activity we use third-party email systems. *{GDPR Lawful Basis: Legitimate Interest}*
- We may use anonymous information collected from your interactions with our website and online advertising to guide future business decisions.

How We Protect Your Data

- Access to your data is strictly controlled to authorised members of our team.
- All data is stored securely on systems compliant to the UK governments ‘Cyber Essentials’ scheme.

Sharing your Data

- Data shared between us and our authorised distributors is strictly controlled.
- Data maintained on third party systems is regularly reviewed to ensure compliance to data protection and privacy laws.
- We do not sell or otherwise trade your personal data.

Data Retention

- We will retain your data on our marketing system until such time as you tell us you no longer want to receive marketing materials from us. Every marketing email will have an unsubscribe button.
- We will retain product sales data indefinitely in order to provide you with the best possible service in the future.

Your Rights

As an EU data subject your rights are set out in the GDPR and we apply these rights to all our customers and suppliers irrespective of their nationality or geo-location:

- The right to be informed
- The right to rectification
- The right to restrict processing
- The right to object
- The right of access to your data
- The right to erasure
- The right to data portability
- Rights in relation to automated decision making and profiling.

We will make it as easy as possible for you to exercise your rights in relation to the information we hold about you; email Newsletters and Product Updates will always include an option to unsubscribe or amend your preferences; if any information we hold about you is incorrect or you wish to discuss any data related query then contact us using the details below.

If you are not satisfied with how we respond to you, believe we are processing personal data not in accordance with the law, and you are an EU citizen, you can make a complaint to the Information Commissioner's Office. Details can be found on their website: <https://ico.org.uk/>

Contact Us

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