



LDH (LA DORIA) LTD

# GDPR & Privacy Policy





**This website is GDPR compliant, and any information or data obtained by LDH (La Doria) Ltd is held for lawful and legitimate reasons only in line with the Company's Privacy Policy.**

### Privacy Policy

The General Data Protection Regulation is effective from 25 May 2018 and replaces The Data Protection Act 1998.

Under the GDPR, as an individual you have the right to:

- Access, view, and edit your own information in a timely manner.
- Be erased from our records upon request, unless we have a legitimate or legal reason to hold your information.
- Object to direct marketing messages and advertisements.

This privacy policy sets out how LDH (La Doria) Ltd uses and protects any information that you provide to LDH (La Doria) Ltd.

LDH (La Doria) Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. Every reasonable step will be taken to ensure that personal data held is accurate and if necessary, erased or rectified without delay.

LDH (La Doria) Ltd may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

### What data do we collect?

We may collect the following information:

- Name and job title
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

### How is your personal data collected?

The only data we collect is a small number of cookies for Google Analytics and data submitted to us through the contact form on our Contact Us page.

### How will we use your data?

Our company collects your data so we can:

- For internal record keeping.
- Understand your needs and provide you with a better service
- We may use the information to improve our products and services.
- If you have given us permission to do so, 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.
- If you have given us permission to do so, 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.

## How do we store your data?

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 online.

## Data retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for.

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 on the website, look for the box that you can click 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 [privacy@ldhltd.com](mailto:privacy@ldhltd.com).

We will not sell, distribute or lease your personal information to third parties unless we have your express permission or are required by law to do so.

## What are your data protection rights?

**The right to access** - You have the right to request for copies of your personal data held by our us.

**The right to rectification** - You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.

**The right to erasure** - You have the right to request that we erase your personal data.

Should you wish to exercise any of your data protection rights please write to:

LDH (La Doria) Ltd  
LDH (La Doria) Distribution Centre  
Eastern Gateway  
Unit 1  
Sproughton Road  
Ipswich  
Suffolk  
IP1 5FF

## How we use cookies:

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.



You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

**Links to other websites:**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.



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