

ALH Systems Ltd Privacy Policy

This policy explains how ALH Systems Ltd uses and protects your personal information, including any data used when visiting our website.

ALH Systems Ltd is the data controller for personal data regarding any end product users, distributors, subscribers, those who have made an enquiry, or had any point of contact with ALH Systems Ltd.

We do not under any circumstances trade or sell personal data for commercial purposes and will only ever disclose personal information if it is required by law.

This policy adheres to the new General Data Protection Regulation (GDPR) which will officially be implemented on the 25th May 2018.

Find out more about how we store data below...

Mailing List

If you have decided to sign up to our mailing list, you will be automatically enrolled to receive email updates. You will only receive these e-mails if you have opted-in to receive them.

You may be contacted for the following reason(s):

- Relevant marketing literature, tailored to your specific industry
- Opportunities for product demonstrations or visits, either at your place of business or our Head Office
- To inform you of the latest ALH Systems Ltd news
- To send you any promotions or special offers that may be relevant to you

When subscribing to our mailing list you will be asked to disclose your name, e-mail address, company and job title. This information will be kept confidential and will not be disclosed under any circumstances unless required by Law.

We use the US based email marketing company “MailChimp” to manage our mailing lists. Additionally, we store all our contact data within a secure CRM database, hosted on our own internal servers.

You can unsubscribe from our mailing list at any time, either by clicking the ‘unsubscribe’ or ‘manage preferences’ which will be located on any of our emails. You may also unsubscribe by contacting sales@alh-systems.co.uk directly.

Contact Form

If you contact us via the contact form on our website, we may save the details that you have shared with us on our internal CRM database. This is so that should you contact us again, we would be able to refer to any previous enquiries that you may have made. It will also enable

us to contact you should we not have sufficient information to answer an enquiry fully or to complete a transaction.

We will not contact you or share your details without gaining your consent first.

Web Visitors

On our website, we use Google Analytics to track our website user experience. We have Google Analytics cookies enabled which creates a text file on your computer. The cookie contains an ID number which is used to identify your browser and overall interaction with our website.

We use this data to measure how many people are actively using our site, the website content that they are looking at and then apply this data to improve our website and its overall user experience.

We cannot use this data to identify you as an individual but through Google Analytics we are able to measure individual statistics such as:

- Location (City)
- Visited pages and visit time
- Website interactions
- Browser type
- Operating System (OS)
- Referring site details (which site you came from that led you to our site)

Google also collects a wide variety of information about you from its profiling service. It uses information from apps, YouTube, Gmail activity and anything that may derive from your Google account. Google then uses this information to categorise you and make assumptions about your age, interests, gender, habits and purchasing patterns.

We cannot access any personal data about yourself that Google may hold. If you have any concerns about the data that Google holds about you, please contact Google directly.

To prevent being tracked by Google Analytics you can clear your cookies after each browsing session. Alternatively, Google Chrome extensions are available for download. These extensions will allow you to opt-out of their tracking process.

Exhibition Attendees

When visiting our stand at an exhibition, any personal data that you consent to disclose to an ALH Systems Ltd representative will be stored on our secure CRM database. This data will be used for the purpose of keeping you informed of our latest products and offers. Any time that you are contacted for marketing reasons you will be given the option to opt-out of future communications.

We will not contact you without your prior consent.

Your Rights

If your personal data is processed and stored by ALH Systems Ltd, you have a number of rights which can be found [HERE](#)

If you have any questions or concerns about the data that ALH Systems Ltd holds about you, please contact sales@alh-systems.co.uk. If you are not satisfied by our response you also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. The ICO's contact details are as follows:

Address: Customer Contact
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
SK9 5AF

Email: casework@ico.org.uk