



Privacy Policy

Welcome to the Approved Cables Initiative's Privacy Policy.

The Approved Cables Initiative regards your privacy as important and is committed to protecting your personal data. This Privacy Policy will tell you how we look after your personal data when you visit our website and inform you of your privacy rights and how the law protects you.

This Privacy Policy aims to give you information on how The Approved Cables Initiative collects and processes your personal data through your use of this website, including any data you may provide through the website when you sign up to receive our marketing material, regular newsletters, information services and when you report a problem or otherwise contact us.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this Privacy Policy together with any other privacy notice on our website from time to time so that you are fully aware of how and why we are using your data.

Controller

The Approved Cables Initiative is the controller and responsible for your personal data (collectively referred to as, "we", "us" or "our" in this Privacy Policy).

If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact us via enquiries@aci.org.uk

Contact Details

Our full details are: Approved Cables Initiative, a limited company with registered number 06996739. The Approved Cables Initiative operates in the United Kingdom. Its registered office is Haines Watts, 46 High Street, Esther, Surrey, KT10 9QY.

You 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 (<https://ico.org.uk>). In the UK, please read: <https://ico.org.uk/for-the-public/raising-concerns/> for details of how to do this. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Changes to the Privacy Policy and your duty to inform us of changes

Any changes we may make to our privacy policy in the future will be posted on this page and where appropriate notified to you by email. Please check back frequently to see any updates or changes to our privacy policy.

It is important that the personal data we hold about you is accurate and up to date. Please keep us informed if your personal data changes.

Third-Party Links

This website may include links to third-party websites. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the Privacy Policy of every website you visit.

Information we may collect from you

Information we collect from you, where you choose to provide it to us, enables us to send you information about products and services in which you register an interest. By providing us with your information you consent to us processing it for this purpose. We will not pass it on to any third party. By visiting our website, you are accepting and consenting to the practices described in this policy.

We may collect and process the following data about you:

Information you give us. You may give us information about you by filling in forms on our site (www.aci.org.uk) or by corresponding with us by phone, email or otherwise. This includes information you provide when you register to use our site, sign up for any regular newsletter, information services and when you report a problem or otherwise contact us. The information you give us may include your name, address, email address and phone number.

Information we collect about you. With regard to each of your visits to our site, we may automatically collect the following information:

- technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including the date and time); items you viewed or searched for; page response times, download errors, lengths of visits to certain pages, page interaction information (such as scrolling, clicks and mouse-overs), methods used to browse away from the page, any phone number used to call us if you linked to our site from another website, the address of that website, and, if you linked to the site from a search engine, the address of that search engine and the search term you used.

Uses made of the information

We will only use your personal data when the law allows us to.

We use the information held about you in the following ways:

Information you give to us. We will use this information to carry out our obligations arising from any contracts between you and us and to provide you with the information and services you request from us, to notify you about changes to or to make suggestions and recommendations that may interest you about our services, or to ensure that content from our site is presented in the most effective manner for you and for your computer.

Information we collect about you. We will use this information:

- to administer our site and for internal operations including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;

- to allow you to participate in interactive features of our services, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees or consultants who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

You acknowledge that the Internet is not a completely secure medium for communication and, accordingly, we cannot guarantee the security of any information you send to us (or we send to you) via the Internet. We are not responsible for any damages which you, or others, may suffer as a result of the loss of confidentiality of such information.

Data Retention

You may revoke your consent to the processing of your data at any time by sending an email to enquiries@aci.org.uk. You may ask us at any time for information about any personal data we hold about you or ask us to correct or delete that information.

Our site may, from time to time, contain links to and from other websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.