Website Privacy & Cookie Policy

1. Introduction

This Website Privacy & Cookie Policy explains how Aerofloor Limited collects, uses, stores, and protects personal data through the use of the website www.aerofloor.com in accordance with the UK GDPR, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations (PECR), and applicable amendments introduced under the Data (Use and Access) Act 2025.

2. Information We Collect

Aerofloor Limited may collect and process personal information provided voluntarily through:

- Contact forms
- Sample requests
- Newsletter sign-up forms
- General website enquiries

The information collected may include names, company details, email addresses, telephone numbers, delivery addresses, and any other information voluntarily submitted through the website.

3. How We Use Personal Information

Personal information submitted through the website may be used for:

- Responding to enquiries
- Processing sample requests
- Business administration purposes
- Providing requested services or information
- Sending marketing communications where consent has been provided

Aerofloor Limited will only process personal data where there is a lawful basis to do so under applicable data protection legislation.

4. Marketing Communications

Where individuals choose to subscribe to marketing communications or newsletters, Aerofloor Limited may use Mailchimp as a third-party email marketing provider.

Marketing communications are only sent where individuals have actively opted in to receive them. Individuals may unsubscribe from marketing communications at any time using the unsubscribe link included within marketing emails.

5. Cookies

The website uses cookies to support website functionality, improve user experience, and collect anonymous analytical information.

Cookies used on the website may include:

- Strictly necessary cookies required for website functionality
- Analytics cookies used to understand website usage and performance
- Session cookies relating to sample basket functionality

Users may manage cookie preferences through their browser settings and at any time using the website's cookie settings tool.

6. Google Analytics

Aerofloor Limited uses Google Analytics to collect anonymous statistical information relating to website usage. This information helps improve website performance and user experience.

Google Analytics may collect information such as pages visited, browser type, device information, and approximate geographical location. This information does not directly identify individual users.

7. Data Storage and Security

Aerofloor Limited takes reasonable technical and organisational measures to protect personal information collected through the website.

Personal information is stored on password protected systems with access restricted to authorised personnel where necessary for legitimate business purposes.

8. Data Retention

Personal information collected through the website will only be retained for as long as necessary for the purposes for which it was collected, or as required by applicable legal, regulatory, or business requirements.

Retention of personal information is managed in accordance with the company's Data Retention Policy.

9. Your Rights

Individuals have rights relating to their personal data under applicable data protection legislation, including the right to:

- Request access to personal data
- Request correction of inaccurate information
- Request deletion of personal data where applicable
- Object to certain processing activities
- Withdraw consent for marketing communications

Requests relating to personal data may be submitted using the contact details provided within this policy.

10. Third-Party Links

The website may contain links to third-party websites, including social media platforms. Aerofloor Limited is not responsible for the privacy practices or content of external websites and encourages users to review the privacy policies of those websites separately.

11. Contact Information

Any enquiries relating to this Website Privacy & Cookie Policy or personal data processing may be directed to:

Aerofloor Limited
Unit M, Global Park
Moorside
Colchester
CO1 2TJ

Attention: Office Manager
Email address: amy.weston@aerofloor.com
Telephone: 01206 798707

12. Complaints

Individuals have the right to lodge a complaint with the Information Commissioner's Office (ICO) if they believe personal data has been processed in a manner that does not comply with applicable data protection legislation.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Website: www.ico.org.uk
Telephone: 0303 123 1113

13. Review and Updates

This policy may be updated periodically to reflect changes in legislation, website functionality, or business operations.