



## Website Privacy Policy

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The privacy policy tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

### **Who are we?**

We are Alchemy Metals Ltd. Our address is Cavendish Point, Cavendish Road, Stevenage, Herts, SG1 2EU. You can contact us by post at the above address, by email at [enquiries@alchemymetals.co.uk](mailto:enquiries@alchemymetals.co.uk) or by telephone on 01438 745307.

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

### **How we use your information**

- When you use our website
- When you submit an enquiry via our website
- Other types of transactions via our website
- Your rights as a data subject
- Your right to complain
- Updates to this privacy policy

## **When you use our website**

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better.

## **When you use our website**

We you submit an enquiry via our website, we ask you for your name, contact telephone number and email address.

We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered it to your satisfaction. We will do this based on our legitimate interest in providing accurate information prior to a sale.

Your enquiry is stored and processed by our operations manager, the information is only retained in the event of a legitimate trade interest or question that requires further consultation. All information is erased in the event of other enquiries that have been resolved or enquiries that have not resulted in a sale or business interest.

We do not use the information you provide to make any automated decisions that might affect you.

We keep enquiry emails for two years where a legitimate interest is shown, after which they are securely archived and kept for seven years, when we delete them. CRM records are kept for three years after the last contact with you.

## **Other types of transactions via our website**

Any document on our website or apps are provided freely with no retention of personal details aside from previously mentioned cookies.

## **Your right as a data subject**

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is accurate. If we have asked for your consent to process your personal data, you may withdraw that consent any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the Who Are We section of this policy.

### **Your right to complain**

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or write to them at:

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

### **Updates to this privacy policy**

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

We will update the version number and date of this document each time it is changed.