Privacy Policy

Forestadent LTD

1. ABOUT Forestadent LTD

We are Forestadent LTD and we are committed to protecting your privacy. This Privacy Policy provides information on how we collect and use personal data. Forestadent UK Limited is a company registered in England and Wales (Company No. 1391515), with its registered office located at Unit 1, Crossinglands Business Park, Salford Road, Aspley Guise, MK17 8HZ.

2. ABOUT THIS POLICY

This Privacy Policy (together with our customer Terms and Conditions), sets out the information that we collect, the reasons for which we collect that information, and how we may use and share that information. By placing orders with us either by phone, email or with your Forestadent Ltd account manager you are accepting and consenting to the practices described in this Privacy Policy.

3. WHAT INFORMATION DO WE COLLECT, AND HOW?

This information may be your personal information such as name, email address, physical address, phone number, business interests or buying preferences. This is collected through opt in communications and account information received at the time of placing an order.

4. WHAT DO YOU USE MY INFORMATION FOR?

The key purposes for which we use your information are as follows:

• We may use your information to communicate with you about your orders and account and provide you with customer support when needed. This may require us to provide your information to third parties including our co-promotional partners from whom you are purchasing your product and our delivery partners, as further set out below;

• To provide you with customer services: if you contact our customer services team or provide us with feedback for any reason, whether by email, phone, chat, or otherwise, we will use your information (including your name, phone number, and email address) to help us categorise the communication, respond to you, and where appropriate, investigate, and resolve any issue or incident that you may have. We may also use your phone number or email address to let you know the status of, or if there are any problems with, your order;

• For advertising and marketing purposes:

o Where you have told us you would like to opt in to receive marketing communications or when you have made a purchase from our Services, unless you tell us otherwise, Forestadent LTD will use your personal information (including your name, email address business address and phone number) to occasionally send you updates, news, and offers via email, post, or other forms of media. You may unsubscribe from email marketing by following the opt out instructions in the promotional emails we send you, or as in the case of postal returning the mailing back to Forestadent LTD using the address provided.

5. WHO DO YOU SHARE MY INFORMATION WITH?

We do not share your information with any 3rd party companies unless for business purposes: to function properly. We rely on several carefully selected third parties to provide us with services and products. These include our co-promotional partners from whom we purchase products, courier companies to deliver products, anti-fraud and credit check providers to keep us and you secure, solicitors if required to chase outstanding debt, analytics companies to enable our marketing, research companies to help us carry out surveys, IT/technology providers to support, maintain and provide our technology and IT infrastructure and others. We permit these companies to use your personal information only to the extent necessary to provide us with their services and products; we do not allow these third parties to disclose or use your information for any other purposes. We have high expectations and requirements in their handling of your personal information, as you do in ours, and we hold them to these.

• To comply with legal requests: on occasion we may be required to liaise with various regulators and law enforcement agencies in a number of different countries, whether as a result of law, a court order, or another legal process. Although we dispute requests wherever suitable, in some cases we may have to share your information with the regulators or law enforcement agencies. Where we consider it appropriate, and provided we are not prohibited from doing so by law or court order, we will attempt to notify you of these legal demands.

o We do not share your personal information with any third party advertisers or networks for the provision of third party advertising on our Services.

6. SECURITY

Keeping you and your personal information secure is very important to us. We take a number of reasonable steps to try to protect the personal information that you provide, including:

• using a Secure Socket Layer (“SSL”) to encrypt the personal data that you send us during the order process (including any financial information such as credit or debit card details)

• not keeping details of your credit or debit card that would enable any third party to transact using that credit or debit card (such as your CCV number);

• regularly monitoring our servers and IT systems for possible vulnerabilities and attacks.

CONTACT US & ACCESSING PERSONAL INFORMATION

All of the information that we collect, or that you provide to us, is controlled by Forestadent Limited for the purpose of the GDPR and other applicable local laws. You have various rights under GDPR and other applicable local laws, including the right to see all of the personal information we hold about you, to require that we correct any inaccuracies in your personal information, or to object to certain information being stored or used (including to ask us to stop sending your marketing communications). If you would like to exercise any of your rights or if you have any questions or concerns about this Privacy Policy, please contact us:

• by phone on 01908 227851 (available Monday to Thursday 0830 to 1630, and Friday 0830 to 1600);

• by emailing us at info@forestadent.co.uk

7. UPDATES TO THIS POLICY

This Privacy Policy was last updated in March 2019. Any changes we may make to this Privacy Policy in the future will be available upon request.