

Privacy Policy

January 2025

Purpose

Analytix is committed to respecting your privacy whilst providing the highest possible quality service and we recognise your need to know that your personal data is being lawfully processed and held in compliance with the current Data Protection Act. We comply with all aspects of current legislation that includes, withdrawal of your consent, retention, your rights, and your right to object.

We provide you with the information set out in this Privacy Policy so that if you share your personal data with us you are aware of what we do with it.

Data Controller

Analytix Ltd is the Data Controller of your personal data and will only collect information in accordance with the Data Protection Act 2018 and any subsequent legislative requirements. Analytix Data Protection Officer (DPO) is Simon Osborne. For the purposes of CCTV, Simon Osborne and Cathryn Osborne are the CCTV controllers

Personal Data held

Analytix operates only B2B and therefore processes limited personal information about customers, suppliers, and other business partners. This includes:

- Name, Company contact details, and contact history
- Marketing information such as product or technique interest
- Information collected when you use our products or services
- Transactional history such as order, lead, demonstration, and service/repair
- Information given to Analytix directly

Use of Personal Data

It is the legitimate business of Analytix to offer you a full benefit from using our products and services and as such we need to be responsive to you to ensure the proper functioning of products distributed by us. In order to provide a better support and service, we use your personal data as follows:

- To improve the information, technical and servicing support we provide
- To process any pre-sale and post-sale requests you make such as quotations, orders, and general accounts management
- Provide you with information about products and services we offer
- To comply with any regulatory requirements for compliance purposes
- From time to time we may also use your information to contact you to provide you with marketing information we think would be of particular interest. An opt-out or unsubscribe option will be available in such instances

Sensitive Information

We will never collect sensitive information about you without your express consent.

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Sharing Personal Data

We may share your personal data with the following third parties:

- As part of the legal and regulatory obligations that we are subject to, we may also use your contact, usage and payment information to comply with such obligations and to comply with governmental and regulatory requirements
- Vendors with which we have a contractual agreement in place who distribute their products through Analytix
- Regulatory bodies such as HMRC and Fraud Prevention Agencies

Security

We are committed to ensuring the security of your personal data. In order to prevent unauthorised access to or disclosure of your personal data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Changes

Any changes to this Privacy Policy will be posted here.

Tracking & Cookies

We collect information automatically about your visit to our website. The information obtained in this way that includes demographic data and browsing patterns, is only used in aggregate form, and as such cannot be used to identify you personally. Such aggregate information helps us to audit usage of our website and improve the service provided.

Cookies are small parcels of data stored temporarily on your hard drive while you are browsing a website. These are a standard mechanism used by most websites. By continuing to use this website with cookies enabled, you consent to our use of cookies.

Our website employs cookies to provide us with general information about how our website is used and for Google remarketing. They are not set by this website and we have no control over them. However no personal information that would enable Analytix to identify individuals is obtained. Please refer to Googles' own privacy policies if you wish to check how they use cookies

We use a third party service provided by Google Analytics to provide us with further general information about the performance of this website. The data collected by Google is aggregated to show general trends and does not identify individual users. From time to time, we may also use other third party services such as Facebook, Twitter and other social media, the presence of which will be readily apparent from their on-screen icons. In each case, any cookies set by the providers of these services are set by them directly. They are not set by this website and we have no control over them. Please refer to these services' own privacy policies if you wish to check how they use cookies.

Should you wish to disable cookies, please refer to your browser's Help function. The Analytix website will run correctly with cookies disabled.

Contact us

If you have comments or questions about our Privacy Policy please email them to sales@analytix.co.uk or contact us at Analytix Ltd, Unit 9 Boldon Court, Boldon Business Park, Boldon NE35 9PY. Telephone 0844 800 4220

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