



**Penketh
Group**

Privacy Policy

Protecting the privacy of our customers is a priority at Penketh Group , and we will treat all your personal information as strictly confidential. We promise that such information will not be shared with any third party organisations for mailing or marketing purposes.

What sort of information do we collect?

We collect personal information such as your name, email address, telephone number, fax number, invoice address, delivery address, payment information, passwords and authorisation information. We may also collect information on your product / service selections, product / service areas of interest, which pages of our website you visited and which adverts you clicked on.

To provide a more personalised online shopping experience, we may use cookies to track your website sessions. This means the content of your basket will be remembered when you return to the site. Please note: Cookies do not obtain any personal or private information.

How do we collect your personal information?

We collect your personal information when you order products and services from us. We will also collect information when you subscribe or opt-in to receive marketing communications.

What do we use this information for?

We use this information to process your orders, contact you if we have questions about your order and to identify you within the system. We also use this information to improve our website and services,

However, your information may be shared with Barclays Credit Card as they are the payment service provider for our website.

We can confirm that we fully comply with the Data Protection Act.

Marketing Communications

By opting in to receiving marketing communications we may send you offers, insights and invites to events that we feel you may be interested in. These communications will be via email, online and offline catalogues, posted mail, telemarketing, text message and our website.

Communication Tracking

Visits to the website may be tracked and used for future analysis and evaluation. Tracking will also take place on email communications, such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity

How can you unsubscribe from our marketing communications?

If you wish to unsubscribe from our marketing communications, click on the 'unsubscribe' link which can be found at the bottom of all our marketing emails. Alternatively, you can write to, email or telephone our team with your request and we can remove your details.

Telephone: 0151 737 5000

Email: unsubscribe@penkeths.co.uk

Address: Bassendale Road, Croft Business Park, Bromborough, Wirral, CH62 3QL

Please ensure you provide all of the contact information including full names and email addresses which you wish to be removed from our mailing list.

The accuracy of your personal information

It is important that the personal information which we store is accurate and up to date. If there are any changes in the personal details which you have provided Penketh Group please inform us of these changes via any of the contact methods above.

Use of Cookies

This website uses cookies to better the users experience while visiting the website. Cookies are small files saved to the user's computers hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computers hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

Other cookies may be stored to your computers hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

External Links

Although this website only looks to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website.

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computers hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.