

## **OPTEK SYSTEMS PRIVACY POLICY**

### **1- OpTek Systems (“us”, “we”, or “our”) are committed to protecting your data.**

This privacy policy explains how we collect, process, store and use your personal data. If at any time you have any concerns/questions regarding your personal data, please contact us at [info@opteksystems.com](mailto:info@opteksystems.com) or by post to:

OpTek Systems  
FAO Information Controller  
12-14 Blacklands Way,  
Abingdon Business Park,  
Abingdon, OX14 1DY, UK

### **2- What counts as personal data?**

According to the General Data Protection Regulation, personal data is any data/information that relates to an identified or identifiable natural person, usually by reference to one of the following:

Name

An identification number

Location data

An online identifier

Or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identify of the natural person

### **3- What information is collected by OpTek Systems?**

OpTek Systems collect personal data that has been submitted to us in several ways:

Through our website enquiry forms that you have either submitted, for example to ask a question or to sign up to our marketing newsletters.

- Through business cards that are handed to us by yourselves in face-to-face meetings
- Through data from face to face encounters at exhibitions (scanned or manual)
- Through the emails that you have sent directly to our teams
- Through emails sent to our generic email addresses
- Through phone calls that have been made to our teams

Occasionally, we research potential customers for specific targeted growth areas but in this instance your data won't be added to our database for remarketing unless you have shown a specific interest.

OpTek Systems may use targeted industry publications to support our lead generation and through activity, such as webinars, will be provided with names of interested customers/potential customers.

**We do not purchase information from third party list providers.**

Usage Data is data collected automatically either generated by the use of our website for example, the duration of a page visit. In this case we do collect web data about our visitors, about location,

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systems used, what has been downloaded, to assess and improve our marketing.

### 3.1- Website cookies

Cookies are small pieces of data stored on a User’s device and most modern websites use these to help improve the service. They utilise your IP address to help your user experience on a website and can also be used to provide additional data. We use session cookies to operate our website service and preference cookies to remember your preferences and various settings. We do not use advertising cookies and therefore no adverts will be pushed in front of you when you are browsing our site.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our service.

## 4- Personal data usage

We use your information in our day-to-day business with you, for example to respond to your questions or contact you with information about our products and services. We may, from time-to-time, send you newsletters about product developments and technology advancements. Hopefully, you will find these interesting and of course we don’t want to annoy you, so you can unsubscribe at any time, this option is always at the bottom of our newsletters.

Our newsletters are produced on a third party software (Campaign Monitor) and the only personal data that is used to undertake this service is your first name, last name and email address. We use one of the leading global email automation companies which has secure system policies in place and they do not use our (your) data for any other purpose. See Named Service Providers below.

## 5- Personal data storage

Your personal data security is important to us. We use one of the leading CRM’s- Salesforce (Customer Relationship Management systems) to keep your data safe and secure. For initial enquiries or encounters with us (we refer to these as Leads), we keep only data such as you name, email, company (or research establishment), location and your position at the organisation for example, Chief Technical Officer. Once we embark on the next steps of our process, and you become a potential customer/customer (we refer to these as Opportunities), we will require more information such as company addresses (shipping and billing) and product interests.

## 6- Retention of Data

OpTek Systems will retain your personal data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. For personal data related to our leads, information will be retained for a period of 4 years, unless we have managed to progress the lead further so that you become a potential customer/customer, in which case we would retain the information for a further 4 years. If within this period we do not have any correspondence, enquiries or digital interest i.e.

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download from our website or interest in our email newsletters, then we will delete the lead after a period of 4 years.

Potential customer/customer data, where we have been having meaningful communication regarding our products and services, is slightly different in that we would have effectively built up a communication trail and will have to keep some data such as signed contracts, orders and Non-Disclosure Agreements (NDA's) in

order to fulfill our obligations. The retention of such data may be up to 20+ years as customers may wish us to store evidence of their previously purchased orders/contracts.

## 7- Transfer Of Data

Your information, including personal data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

If you are located outside the United Kingdom and choose to provide information to us, please note that we transfer the data, including personal data, to the United Kingdom and process it there.

OpTek Systems will take all steps necessary to ensure that your data is treated securely and in accordance with our privacy policy and no transfer of your personal data will happen to an organization or a country unless we deem they have adequate controls and policies in place.

## 8- Legal Requirements – Disclosure of data

There may be some circumstances where OpTek Systems may disclose or be required to disclose your personal data in the good faith belief that such action is necessary to:

To comply with a legal obligation

To protect and defend the rights or property of OpTek Systems

To prevent or investigate possible wrongdoing in connection with our products and services

To protect against legal liability

## 9- Named Service Providers

We may employ third party companies and individuals to facilitate our service (“Service Providers”), to provide the service on our behalf, to perform service-related services or to assist us in analyzing how our service is used.

These third parties have access to your personal data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. Below are services that we use to provide us with analysis or function outside of our everyday business.

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### 9.1 Salesforce.com

OpTek Systems uses the CRM system, Salesforce.com. This CRM system enables us to track our leads, accounts, and opportunities in one single place. Salesforce is a leading global CRM provider and therefore

have security policies in place to look after our (your) data. For more information on the Privacy Policies of Salesforce please visit <https://www.salesforce.com/company/privacy/>

### 9.2 Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy policies of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

### 9.3 Campaign Monitor

OpTek Systems uses an email marketing automation platform, Campaign Monitor, to send newsletters and communications.

By joining our mailing list on our website, you acknowledge that the information you provide will be transferred to Campaign Monitor for processing in accordance with their Privacy Policy and terms.

For more information on the privacy policies of Campaign Monitor, please visit their Privacy page: <https://www.campaignmonitor.com/policies/>

### 9.4 Google AdWords

The Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for display advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics opt-out browser add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics opt-out

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browser add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

### 9.5 SAP Business One

OpTek Systems uses SAP Business One for its enterprise resource planning (ERP) system and in order to process customer orders and shipment we transfer data from our CRM system to SAP in order to fulfil such requests. For further information on their privacy policy please go to - <https://www.sap.com/about/legal/privacy.html>

## 10- Children's privacy

Our products and services do not address anyone under the age of 13 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your child has provided us with personal data, please contact us. If we become aware that we have collected personal data from children without verification of parental consent, we will take steps to remove that information from our servers.

## 11- Your rights

OpTek Systems aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your personal data.

Whenever made possible, i.e. through our website, you can update your personal data directly within your account settings section. If you are unable to change your personal data, please contact us to make the required changes.

Under the new GDPR legislation you will be able to request to see what data we hold on you. If you wish to be informed what personal data we hold about you and if you want it to be removed from our systems, please contact us at the email at the top of this policy.

In certain circumstances, you have the right:

To access and receive a copy of the personal data we hold about you

To rectify any personal data held about you that is inaccurate

To request the deletion of personal data held about you

You have the right to data portability for the information you provide to OpTek Systems. You can request to obtain a copy of your personal data so that you can manage and move it. Please note that we may ask you to verify your identity before responding to such requests.

## 12- Changes to this Privacy Policy

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We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and the data at the top will show the most recent version. Therefore, we suggest that you periodically review this page.

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