



## PRIVACY POLICY

[www.breedoncement.com](http://www.breedoncement.com)

### YOUR PRIVACY

Breedon Cement Limited (we and us) are committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. For the purpose of the Data Protection Act 1998, the data controller is Breedon Cement Limited (formerly known as Hope Construction Materials Limited and Hope Cement Limited) ("Breedon Cement"). Breedon Cement is part of the Breedon group of companies, further details of which can be found at [www.breedongroup.com](http://www.breedongroup.com) (Group).

### WHAT INFORMATION DO WE COLLECT?

We may collect and process the following data about you: information that you provide by filling in forms on [www.breedoncement.com](http://www.breedoncement.com) (the Site), including, but not limited to, your name, telephone number, address and email or other information provided at the time of requesting or subscribing to any service, uploading material or becoming a registered user or if you enter any competition or promotion sponsored by us, or newsletter or information sign ups; information from surveys that we use for research purposes, if you choose to respond to them; communications you send to us, for example to report a problem with or submit a comment regarding the Site; and details of your visits to the Site and usage of the Site, including, but not limited to, traffic data, location data and the resources that you access. By signing up to our Site or using our Site you agree to the terms of this privacy policy.

### STORAGE OF INFORMATION?

The data that we collect from you is processed by staff who work either for us or for one of our service providers. Such staff or service providers may be engaged in, among other things, to notify you about functionality changes on the Site, and for statistical or survey purposes to improve the Site and the services offered to you.

Where we have given you (or where you have chosen) a password which enables you to access certain features or parts of the Site, you are responsible for keeping this password confidential. You must not share the password with anyone. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to the Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### HOW DO WE USE YOUR INFORMATION?

We use information held about you in the following ways: to provide you with information, products or services that you request from us or which we feel may interest you, where you have indicated that you wish to be contacted for such purposes by post, email, SMS, telephone or other means of electronic communication; to ensure that content from the Site is presented in the most effective manner for you and for your computer; to allow you to participate in any interactive features of our services, when you choose to do so; and to notify you about changes to our services.



We may also use your data, or permit selected third parties to use your data, to provide you with information about third party goods and services which may be of interest to you and we or they may contact you about these, where you have indicated that you wish to be contacted for such purposes by post, email, SMS, telephone or other means of electronic communication.

## COOKIES

Cookies are small files of letters and numbers that are downloaded onto your computer or mobile or other handheld devices when you access certain websites. Cookies allow a website to recognise a user's device and help your browser navigate through the Site, by allowing you to log in automatically or remember settings you selected during earlier visits (amongst other functions).

Below is a list of the main cookies that are set by us when you access the Site and a description of what we use them for:

Name of cookie	Purpose of Cookie
Wordpress cookie	to track visitors to site
Compliance cookie	to check if user has clicked on the cookie acceptance pop up
Wordfence cookie	security cookie to retain user ip address in case of malicious attacks
Hubspot cookie	to track visitors to site and if visitor signs up to blog
Sucuri cookie	used to retain usage details to protect against malicious attacks
Youtube cookie	to enable playing of embedded video and also to retain point in video if paused
Sharethis cookie	used to track if user shares a page to social media

The Site uses Google Analytics, a web analytics service provided by Google, Inc. ('Google'). Google uses cookies (text files placed on your computer) to help the website operators analyse how users use the site. The information generated by the cookie about your use of the Site (including your IP address) will be transmitted to and stored by Google on servers in the United States of America. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

This Site uses sharing tools. Sharing tools allow you to share content through social networks such as Facebook or Twitter. When you use one of these buttons, the social networking site may place a cookie on your computer. This would be a third-party cookie set by the social networking site. If you have any questions about the use of these third-party cookies, you should check the relevant social networking site's cookie policy.



Most web browsers automatically accept cookies. Unless you have adjusted your browser settings so that it will refuse cookies, cookies will be set when you access the Site. By browsing and using this Site you consent to cookies being used in accordance with this Privacy Policy. If you do not consent you must either disable cookies or refrain from using the Site.

You can enable or disable cookies by changing your website browser settings to accept or reject cookies as required. How you do this will depend on the browser you use. If you do refuse the cookies, you may lose some useful functionality such as “remember me” or video features.

## **DISCLOSURE OF YOUR INFORMATION**

We may disclose your personal information to any affiliated company within our Group. We may disclose your personal information to third parties: in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets. If we or substantially all of our assets are acquired by a third party, in which case personal data held by us about our customers will be one of the transferred assets. If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or to protect our rights, property, or safety or those of our customers or other third parties. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **YOUR RIGHTS**

If you do not want us to use your data for direct marketing purposes, or to pass your details on to third parties for marketing purposes, we offer a range of ways in which you can inform us about your marketing preferences:

- All email messages and email newsletters will contain information on how you can unsubscribe; or
- Contact us at [enquiries@breedongroup.com](mailto:enquiries@breedongroup.com); or
- Write to us at the Customer Services, Breedon Cement Limited, Hope Works, Hope Valley, S33 6RP.

The Site may, from time to time, contain hyperlinks to and from internet sites operated by other organisations. If you follow a hyperlink to any of these sites, please note that they will have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to such sites.