

Pro-AT Group - US Privacy Policy

Introduction

Welcome to the Pro-AT Group's privacy policy for US consumers. Pro-AT Group respects your privacy and is committed to protecting your personal data. This policy will inform you about how we look after your personal data when you visit our website and tell you about your privacy rights and how the law protects you.

This policy is provided in a layered format so you can click through to specific areas set out below.

1. Important Information and Who We Are

Purpose of This Privacy Policy

This privacy policy aims to give you information on how Pro-AT Group collects and processes your personal data through your use of this website, including any data you may provide through this website when you purchase a product or use the website.

This website is not intended for children under 13 years of age, and we do not knowingly collect data relating to children without verifiable parental consent.

Controller

Pro-AT Group is the controller and responsible for this website. We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy policy. If you have any questions, please contact the data privacy manager using the details below.

Contact Details

- **Full Name of Legal Entity:** Pro-AT Group
- **Email Address:** info@pro-atgroup.com
- **Postal Address:** Airedale Enterprise Services, Crown Works Business Centre, Worth Way, Keighley, West Yorkshire, BD21 5LR

You have the right to make a complaint at any time to the relevant regulatory body. However, we would appreciate the chance to deal with your concerns before you approach them, so please contact us in the first instance.

2. The Data We Collect About You

Personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use,

store, and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data:** First name, last name, username, date of birth.
- **Contact Data:** Email address, telephone number.
- **Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Profile Data:** Username, password, purchases or orders made by you, your interests, preferences, feedback, and survey responses.
- **Usage Data:** Information about how you use our website, products, and services.
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and our third parties, and your communication preferences.

We do not collect any special categories of personal data (sensitive data) about you, nor do we collect any information about criminal convictions and offences.

3. How We Collect Your Personal Data

We use different methods to collect data from and about you, including through:

- **Direct Interactions:** You provide us with your identity and contact data by filling in forms or by corresponding with us by post, phone, email, or otherwise.
- **Automated Technologies:** As you interact with our website, we collect technical data about your equipment, browsing actions, and patterns automatically.
- **Third Parties or Publicly Available Sources:** We receive personal data about you from various third parties and public sources.

4. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

5. Disclosures of Your Personal Data

We may share your personal data with internal third parties and external third parties to support our operations and comply with legal requirements. We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

6. International Transfers

Your personal data may be transferred to and stored in countries outside the US. We ensure a similar degree of protection is afforded to your data by ensuring that appropriate safeguards are implemented.

7. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way. We also limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know.

8. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements.

9. Your Legal Rights

Under certain circumstances, you have the following rights under data protection laws in relation to your personal data:

- **Request Access** to your personal data.
- **Request Correction** of your personal data.
- **Request Erasure** of your personal data.
- **Object to Processing** of your personal data.
- **Request Restriction of Processing** your personal data.
- **Request Transfer** of your personal data.
- **Withdraw Consent** at any time where we are relying on consent to process your personal data.

10. Parental Consent (COPPA & FEPR Compliance)

If we collect personal data from children under 13, we require verifiable parental consent. Parents can contact us to review, correct, or delete their child's personal data. Please see our COPPA and FEPR statements for more information.

11. Contact Us

For any questions about this privacy policy or to exercise your rights, please contact our data privacy manager:

- **Email:** info@pro-atgroup.com
- **Postal Address:** Airedale Enterprise Services, Crown Works Business Centre, Worth Way, Keighley, West Yorkshire, BD21 5LR