

Europium World (UK) Ltd – Privacy Notice

1 Who we are

1.1. This privacy notice (the “Privacy Notice”) applies to all personal information processing activities carried out by Europium World (UK) Ltd (EWUK).

1.2. EWUK is a data controller in respect of personal information that we process relating to our business (including the products that we provide). In this notice, references to “we”, “us” or “our” are references to EWUK.

1.3. Our registered address is Progress House, 396 Wilmslow Road, Withington, Manchester M20 3BN and our contact details can be located at www.europiumworld.com

1.4. We respect individuals’ rights to privacy and to the protection of personal information. The purpose of this Privacy Notice is to explain how we collect and use personal information regarding our business. “Personal information” means information about a living individual who can be identified from that information (either by itself or when it is combined with other information). We may update our Privacy Notice from time to time. When we do we will communicate any changes to you and publish the updated Privacy Notice on our website. We would encourage you to visit our website regularly to stay informed of the purposes for which we process your information and your rights to control how we process it.

2 The information we process

2.1 We collect and process various categories of personal information at the start of, and for the duration of, your relationship with us. We will limit the collection and processing of information to information necessary to achieve one or more legitimate purposes as identified in this notice. Personal information may include: a) basic personal information, including name and address and contact details; b) financial information, including account and transactional information and history; c) goods and services provided.

3 The information we collect and how its collected

3.1 Your information is made up of all the financial and personal information we collect and hold about you/your business and your transactions throughout the period of our relationship with you. This is obtained when you first approach EWUK to be a customer via our Client Onboarding process, then ongoing history we build through our Customer Relationship Management system. It includes: a) information you give to us such as name, address, type of business and the sector you operate in and contact details (email address, telephone number, web page and social media profile); b) information that we learn about you through our relationship with you and the way you operate your business; c) information that we gather from the internet.

4. Your rights

4.1 We want to make sure you are aware of your rights in relation to the personal information we process about you. We have described those rights and the circumstances in which they apply in the table below. If you wish to exercise any of these rights, if you have any queries about how we use your

personal information that are not answered here, or if you wish to complain, please contact us at + 44 161 257 3524/3644.

4.2 Please note that in some cases, if you do not agree to the way we process your information, it may not be possible for us to continue to supply products to you.

Table A – Your Rights

Rights	Description
Access – You have a right to get access to the personal information we hold about you	If you would like a copy of the personal information we hold about you, please write to EWUK, Suite 14, Abney Hall, Manchester Road, Cheadle SK8 2PD
Rectification – You have a right to rectification of inaccurate personal information and to update incomplete personal information.	If you believe that any of the information that we hold about you is inaccurate, you have a right to request that we restrict the processing of that information and to rectify the inaccurate personal information.
Erasure – You have a right to request that we delete your personal information.	You may request that we delete your personal information if you believe that: <ul style="list-style-type: none"> • we no longer need to process your information for the purposes for which it was provided. • we have requested your permission to process your personal information and you wish to withdraw your consent.
Restriction – You have a right to request us to restrict the processing of your personal information.	You may request us to restrict processing your personal information if you believe that: <ul style="list-style-type: none"> • any of the information that we hold about you is inaccurate. • we no longer need to process your information for the purposes for which it was provided.
Marketing – You have a right to object to direct marketing.	You have a right to object at any time to processing of your personal information for direct marketing purposes, including profiling you for the purposes of direct marketing
Lodge complaints – You have a right to lodge a complaint with the regulator.	If you wish to raise a complaint on how we have handled your personal information, you can contact EWUK, Suite 14, Abney Hall, Manchester Road, Cheadle SK8 2PD
Withdraw consent – You have a right to withdraw your consent	Where we rely on your permission to process your personal information, you have a right to withdraw your consent at any time

5 Sharing with third parties

5.1 We will not share your information with anyone outside EWUK except:

- a) where we have your permission;
- b) where required to supply you with our products;
- c) where we are required by law and by law enforcement agencies, judicial bodies, government entities, tax authorities or regulatory bodies around the world.

Third party service providers	Categories of Information supplied	Why	Link to privacy notice
Worldpay	Name, card details, amount, payment.	Processing/ Storage and Reporting	https://www.worldpay.com/uk/privacy-policy
Royal Mail	Name, address	Document Delivery	https://www.royalmail.com/privacy-policy/
Intuit / Quickbooks	Billing details and history	Finance Control	https://quickbooks.intuit.com/uk/privacy-policy/
openCRM	Full contact details, correspondence history	Provide Customer Services Support	https://opencrm.co.uk/legal/
Parcelforce	Name, delivery address	Fulfillment of Orders	https://www.parcelforce.com/privacy
DPD	Name, delivery address	Fulfillment of Orders	http://www.dpd.co.uk/privacy_policy.jsp
World Options	Name, delivery address	Fulfillment of Orders	http://uk.worldoptions.com/privacy-policy
Inexpress	Name, delivery address	Fulfillment of Orders	https://gb.inxpress.com/privacy-policy/
Dascher	Name, delivery address	Fulfillment of Orders	http://www.dachser.com/gb/en/Data-Protection-Policy.htm
Kuehne & Nagel	Name, delivery address	Fulfillment of Orders	https://www.kn-portal.com/legal_notice/privacy_policy/

6 How long we keep your information

6.1 By providing you with products or services, we create records that contain your information, such as customer account activity records and tax records. Records can be held on a variety of media (physical or electronic) and formats.

6.2 We manage our records to help us to serve our customers well (for example for operational reasons, such as dealing with any queries relating to your account) and to comply with legal and regulatory requirements. Records help us demonstrate that we are meeting our responsibilities and to keep as evidence of our business activities.

6.3 Retention periods for records are determined based on the type of record, the nature of the activity, product or service. We normally keep customer account records for up to six years after your relationship with us ends, whilst other records are retained for shorter periods, ranging from 90 days to 12 months. Retention periods may be changed from time to time based on business or legal and regulatory requirements.

6.4 We may on exception retain your information for longer periods, particularly where we need to withhold destruction or disposal based on an order from the courts or an investigation by law enforcement agencies or our regulators. This is intended to make sure that we are able to produce records to such authorities, if they're needed.

7 Communications

7.1 We will contact you with information relevant to the operation and maintenance of your account (including updated information about products and offers), by a variety of means including email, text message, post and/or telephone. If at any point in the future you change your contact details you should tell us promptly about those changes.

8 Security

8.1 We are committed to ensuring that your information is secure with us and with the third parties who act on our behalf.

9 How we use your information

9.1 We use your information in several different ways. The table below set this out in detail, showing what we do, why we do it and the legal basis we use under the GDPR

Category of personal data	Purpose for processing	Legal basis under the GDPR
Name and contact details	Deliver your purchase to you	Performance of a contract
	Send you service messages by email, such as invoices	Performance of a contract
	Provide you with information via email/phone about our product range and offers.	Consent
	Fraud prevention and detection	Legal obligation
Payment information	Take payment and give refunds	Performance of a contract
	Fraud prevention and detection	Legal obligation
Contact history with EWUK e.g. over the phone, email or on social media	Provide customer service and support	Performance of a contract
	Train our staff	Legitimate interests

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

