

# Privacy Policy

Longcliffe is the UK's leading independent supplier of high purity limestone powders, granules and aggregates. Established in 1927, we are proud to be a family owned business dedicated to putting customers first in everything we do.

Longcliffe Quarries Ltd ("LQ", "us", "we" or "our") is committed to respecting your privacy and to complying with applicable data protection and privacy laws.

We have provided this Privacy Policy Statement to help you understand how we collect, use and protect your information when you visit our websites and when you use our services.

You can visit our websites without disclosing any personally identifiable information about yourself (although please note that we may use cookies and collect other non-personally identifiable information about your browsing activity - see our cookie policy for detailed information).

If you submit personal information by completing a contact form for example, you can be assured that we will use your personal information only to support your continuing relationship with LQ.

The sections below detail how we may use your personal information.

## Personal Information Collection

We endeavour to collect and use your personal information only with your knowledge and, where relevant, consent and typically when you use our products or services, make customer enquiries, register for information or other products and services, request information, or when you respond to communications from us.

The type of information we may collect could include, your name, company name, and company postal address, telephone number and email address. We do not seek



to collect sensitive personal data through our website.

If you choose to provide us with personal information it will be used in support of the intended purposes stated at the time at which it was collected, and subject to any preferences indicated by you.

## Non-personal Identifying Information

We may also collect non-personally identifying information about your visit to our websites based on your browsing activities. This information may include the pages you browse, and services viewed. This helps us to better manage and develop our sites, to provide a more enjoyable experience in the future, and to help us develop and deliver better products and services.

From time to time, with your consent, we may also store and use your information to contact you for market research and

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marketing purposes. We may contact you by email, phone or mail.

### **How will we use your information?**

We may use your information for a number of purposes which includes: processing your orders and managing and administering your account; delivering products and services; providing information requested by you and responding to account enquiries.

We may also undertake market and product analysis based on your use of our products and contact you with information about new products by post, telephone, Email and the internet (subject to any preferences expressed by you).

If you have consented to receive details of our services, products, etc you can contact us at any time to have your details removed from lists used by us for any or all of those purposes.

### **When will we disclose your information to others?**

We may only disclose information about you and contact details to trusted third parties when this is required for us to fulfil our contract with you. An example of this is when requiring our products to be delivered direct by one of our trusted haulage partners direct to you or to your premises.

LQ will not sell your personal information to third parties.

LQ may also be obliged to disclose your personal information to meet any legal or regulatory requirements (for example to comply with a court order) or obligations in accordance with applicable law.

### **Social media**

Any social media posts or comments you send to us via social media will only be shared under the terms of the relevant social media platform (e.g. Facebook / Twitter) on which they are written and could be made public.

We are not responsible for this kind of sharing. You are responsible for ensuring that any comments you post comply with any relevant policy on acceptable use of those services.

### **How long do we keep your information for?**

To make sure we meet our legal data protection and privacy obligations, we only hold on to your information for as long as we actually need it for the purposes we acquired it for in the first place.

In most cases, this means we will keep your information for as long as you continue to use our products and services, and for a reasonable period of time afterwards if you stop doing so. After that we will delete it other than where we lawfully can keep any data for audit or legal reasons.

We shall keep data on our prospect database for not longer than 3 years from receipt subject to an individual's right to unsubscribe or be forgotten at any time.

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### Access to your Information

You can write to us at Longcliffe Quarries Ltd, Longcliffe, Brassington, Matlock, Derbyshire, DE4 4HN, or at [GDPR@longcliffe.co.uk](mailto:GDPR@longcliffe.co.uk) any time to obtain details of the personal information we may hold about you.

Please quote your name, company name and company email address, along with brief details of what information you want a copy of. We will take all reasonable steps to confirm your identity before providing you with details of any personal information we may hold about you.

### Information Security

Longcliffe Quarries recognises that its customers are increasingly concerned about how companies protect personal information from misuse and abuse and about privacy in general. To this end we are constantly reviewing and enhancing our technical, physical and managerial procedures and rules to protect your personal data from unauthorised access, accidental loss and/or destruction.

Please be aware that communications over the Internet, such as emails are not secure unless they have been encrypted. Your communications may route through a number of countries before being delivered - this is the nature of the World Wide Web/Internet. LQ cannot accept responsibility for any unauthorised access or loss of personal information that is beyond our control.

### Privacy Support

LQ reserves the right to amend or modify this Privacy Policy Statement at any time and in response to changes in applicable data protection and privacy legislation.

If we decide to change our Privacy Policy, we will post the changes on our websites so you know what information we collect

and how we use it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will tell you. You will have a choice as to whether or not we are able to use your information in this different manner.



**Paul Boustead**  
Managing Director, Longcliffe Group