

Privacy Policy

DEKA Dynamics is committed to ensuring the privacy of our clients, suppliers and other stakeholders. This Privacy Policy & Notice describes how DEKA Dynamics will collect, use and maintain the security of any information, both personal and non-personal that is collected in the course of conducting business and in assisting clients to conduct their business.

Personal Information is information that identifies or may be used to identify living individuals, for example names and addresses. Non-personal information is all other information that is not personal in nature.

Collection of Personal Information

DEKA Dynamics will only collect Personal Information when it is necessary to do so in accordance with our core business activities, including the purposes listed below (each a **Primary Purpose**).

The Personal Information collected by DEKA Dynamics will depend upon the Primary Purpose for which it is collected. We will make the Primary Purpose known at the time the information is collected.

The Personal Information we collect may include:

- **Identity Data**, which includes first name, last name, title and date of birth.
- **Contact Data**, which includes billing address, email address and telephone numbers.
- **Transaction Data**, which includes details about payments to and from you and other details of services you have purchased from us.
- **Marketing and Communications Data**, which includes your preferences in receiving marketing from us and our third parties and your communication preferences.

Instances where Personal Information will be collected or requested may include, but are not limited to:

- Requests for product or service sales information.
- Requests for product training information.
- Requests to be contacted by a DEKA Dynamics employee.
- For record keeping purposes.
- To carry out market research to improve the products and services we offer.
- To personalise any communications that we send you.
- To personalise any marketing communications that you consented to receive from us.

Use of Information

The information collected by DEKA Dynamics will be used for the Primary Purpose for which it is collected. Depending on the Primary Purpose, the information may be stored in DEKA Dynamics's Customer Relationship Management System or other databases to the extent that such use is consistent with our obligations under local law.

In accordance with our legitimate interests, DEKA Dynamics may use stored information for purposes including, but not limited to:

- Improving DEKA Dynamics's products and services.
- Improving DEKA Dynamics's marketing material.
- Identifying customer trends.
- Promoting related DEKA Dynamics products and services.

Should you not wish to receive any promotional communications, please contact accounts@dekadynamics.com and request that your Personal Information be removed from our database(s).