

## Stelrad Privacy Policy

Stelrad have developed this policy to create a transparent environment in which users are confident that Stelrad is committed to responsible data management.

Stelrad subscribe to the principles of the data protection legislation in the United Kingdom and are committed to maintaining the privacy of users by preserving the security of any personal information received from you.

Users who register for any of the services will be asked to provide basic personal information. Information provided by you is not available for sale or use by third parties. The information is used solely for notifying you of changes or updates to the website/services.

Consumers are sometimes concerned that their personal information may be passed on. In this case, there is an important distinction to make between how information is collected:

- Cookies collect information about your surfing habits only on the site you are surfing i.e. which pages you visit and not personal information.
- Clickstream / navigation information is used to see if people return to the same sites, and to also identify patterns.
- Spyware collects information about your surfing habits across the internet and sends this information out from your computer.

Stelrad use a technology called “cookies” as part of our normal business procedure to track patterns of behaviour of visitors to the website and improve the visitor’s experience. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies used on the Stelrad website:

### 1. Analytics Cookies

This website uses tracking software provided by Google Analytics to monitor its visitors to better understand how they use it. The software will save a cookie to the user’s computer’s hard drive in order to track and monitor engagement and usage of the website, but will not store, save or collect personal information. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

### 2. Third Party Cookies

Stelrad may use a number of social media tools to enhance visitor interaction on our site. If users already use these platforms their cookies may be set through the Stelrad website. Data may then be collected by these companies that enables them to serve up adverts on other sites that they think are



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relevant to the user's interests. If users do not use such platforms then the Stelrad site will not place these cookies on their device.

In using this site users are consenting to Stelrad using the aforementioned cookies, in compliance with the normal terms and conditions. Depending on the users browser they can choose to delete cookies or change privacy settings so these cookies cannot be tracked.