

## **Dyaco UK Privacy Policy**

### **1. Introduction**

1.1 Welcome to Dyaco UK Ltd's ("Dyaco UK", "we", "us" or "our") privacy notice.

1.2 We respect your privacy and are committed to protecting your personal data. This privacy notice informs you how we look after your personal data when you visit our website or do business with us and outlines your privacy rights and how UK law protects you.

1.3 For the purposes of the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**, the data controller is **Dyaco UK Ltd**, a company registered in England and Wales under company number **11232048**, with its registered office at **Unit 5 Mill Square, Featherstone Road, Wolverton Mill South, Milton Keynes, MK12 5ZD**.

1.4 This privacy notice explains how Dyaco UK Ltd collects and processes your personal data through your use of our website and business interactions with us, including any data you provide when you sign up to our newsletter, submit a contact form, or purchase products or services from us.

1.5 It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### **2. Contact Details**

2.1 If you have any questions about this privacy notice or wish to exercise your legal rights, please contact our privacy manager by:

- Writing to: Privacy Manager, Dyaco UK Ltd, Unit 5 Mill Square, Featherstone Road, Wolverton Mill South, Milton Keynes, MK12 5ZD
- Emailing: **info@dyaco.co.uk**

You have the right to make a complaint at any time to the **Information Commissioner's Office (ICO)**, the UK supervisory authority for data protection ([www.ico.org.uk](http://www.ico.org.uk)). However, we would appreciate the opportunity to address your concerns before you contact the ICO.

### **3. Third-party Links**

This website may include links to third-party websites, plug-ins and applications. Clicking on those links may allow third parties to collect or share data about you. We do not control these third-party websites and encourage you to read their privacy notices.



#### 4. The Data We Collect About You

We may collect, use, store and transfer different kinds of personal data including:

- **Identity Data:** name, title, and company (if applicable)
- **Contact Data:** business addresses, email addresses, and telephone numbers
- **Transaction Data:** payments and purchase details (excluding credit card data)
- **Technical Data:** IP address, browser type, login data, device data
- **Profile Data:** purchases, preferences, feedback, survey responses
- **Usage Data:** website and product interaction data
- **Marketing and Communications Data:** preferences in receiving marketing from us

We may also use aggregated data for analytical purposes which does not identify individuals.

We do **not** collect special categories of personal data (e.g., health, race, religious beliefs) or information about criminal convictions.

If you fail to provide data we require by law or under a contract, we may not be able to provide products or services to you.

#### 5. How We Collect Your Data

We collect data via:

- **Direct interactions:** including filling in forms, placing orders, or communicating via phone, email, or in person
- **Automated technologies:** such as cookies, server logs, and analytics tools
- **Third parties:** including analytics providers, advertising and social media networks, and payment and delivery service providers

#### 6. How We Use Your Data

We will only use your personal data where legally permitted. Common scenarios include:

- To perform a contract with you or your business
- For our legitimate interests (e.g., business development, customer service, marketing, fraud prevention)
- To comply with legal obligations

We may send marketing communications to business contacts (e.g., work email addresses) under the lawful basis of legitimate interest where there is a relevant existing relationship. This includes communications about our products, events, or services. You can opt out at any time. For sole traders or partnerships, we will seek



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opt-in consent as required by the Privacy and Electronic Communications Regulations (PECR).

We use your data:

- To register your business as a customer
- To process and deliver orders
- To manage payments, fees, and charges
- To manage our relationship with you (e.g., notifications, surveys, reviews)
- To provide customer service, technical support, and lead management
- To deliver website and social media content, and advertisements
- To improve our services using analytics
- To send marketing communications, where permitted

We may use your Identity, Contact, Technical, Usage, and Profile Data to determine products or services of potential interest to you or your business. You will receive marketing if you have not opted out. You may withdraw consent at any time by contacting us or using unsubscribe links in our communications.

We do **not** use your personal data for profiling or automated decision-making without your consent.

We may use business-related profiling (e.g., assigning lead scores or segmenting based on industry or company size) to better tailor our services and marketing. This does not involve automated decision-making that has legal or similarly significant effects.

## 7. Cookies

We use cookies to distinguish you from other users of our website. These include necessary cookies to enable core functionality, analytical cookies (e.g., Google Analytics) to understand usage patterns, and marketing cookies (e.g., Meta Pixel) to deliver relevant content and ads. You can manage your cookie preferences through our cookie banner or via your browser settings. See our full Cookie Policy for more information.

For more detail, see our separate **Cookie Policy**.

## 8. Disclosures of Your Data

We may share your personal data with:

- Service providers (e.g., IT, CRM, logistics, payment processors)
- Professional advisers (e.g., accountants, lawyers)
- Regulatory authorities (e.g., HMRC)
- **Sales representatives, distributors, or dealers** for the purposes of lead management, customer service, or technical support
- Third parties in the event of a business sale, restructure, or acquisition



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All third parties must process your data in accordance with the law and under contract.

### 9. International Transfers

Your personal data may be transferred to and processed in countries outside the UK, including Taiwan, where our parent company Dyaco International Co., Ltd is based. We also use service providers located in the EU and US for IT, cloud storage, and CRM systems. In all such cases, we ensure appropriate safeguards, including the use of Standard Contractual Clauses with the UK Addendum or International Data Transfer Agreements approved by the UK government.

### 10. Data Security

We implement appropriate security measures to protect your personal data and restrict access to authorised personnel. We have procedures in place for responding to data breaches.

### 11. Data Retention

We retain your personal data only as long as necessary for our legitimate purposes and legal obligations, including warranty periods. Typically, data is retained for up to **10 years**, minimised where possible.

### 12. Your Legal Rights

You have rights under UK data protection law, including:

- Access to your data (Subject Access Request)
- Correction of inaccurate data
- Erasure (right to be forgotten)
- Objection to processing
- Restriction of processing
- Data portability
- Withdraw consent at any time

You may exercise these rights by contacting us at the details in section 2. We may need to verify your identity before responding.

### 13. Updates to This Policy

We may update this policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you directly. Please review this notice regularly.



**Last updated: 14.06.25**