Summary

- We collect only the personal information reasonably needed to manage enquiries, orders, supplier and customer relationships, recruitment, marketing and our website.
- We do not sell personal information.
- We use personal information only where we have a lawful basis and retain it only for as long as necessary.
- You can contact us at info@princeps.co.uk about your information or your data-protection rights.

1. About this policy

Princeps Electronics Limited ("Princeps", "we", "us" or "our") respects your privacy and is committed to protecting personal information. This policy explains what information we collect, how and why we use it, the lawful bases we rely on, who we may share it with, how long we keep it and the rights available to individuals.
This policy applies to website visitors, customers and prospective customers, suppliers, professional advisers, other external business contacts, job applicants, and people who subscribe to or receive our business communications. Separate privacy information may apply to particular services or processing activities.

2. Who we are and how to contact us

Princeps Electronics Limited is the data controller responsible for the personal information described in this policy.

Trading and contact address	6 Astra Centre, Edinburgh Way, Harlow, Essex, CM20 2BN
Registered office	6 Astra Centre, Edinburgh Way, Harlow, Essex CM20 2BN
Email	info@princeps.co.uk
Telephone	+44 (0)1279 641 641
Website	www.princeps.co.uk

Privacy enquiries, rights requests and complaints should be sent to the contact details above and marked for the attention of the Data Protection Lead.

3. Personal information we collect

The information we collect depends on how you interact with us. It may include:

Category	Examples
Identity and contact details	Name, job title, organisation, business address, email address and telephone number.
Business and professional details	Role, employer, professional interests, business relationship and information relevant to an enquiry, quotation or commercial arrangement.
Transaction and service information	Enquiries, quotations, orders, delivery details, account information, invoices, payment status, product or service history, traceability information and related correspondence.
Communications	Emails, telephone notes, meeting records, feedback, surveys, complaints and other correspondence.
Website and technical information	IP address, browser type, device and operating-system information, connection data, cookie identifiers, website usage and information submitted through online forms.
Marketing preferences	Subscriptions, communication preferences, records of consent, objections and unsubscribe requests.
Recruitment information	Application details, CV, employment history, qualifications, interview notes, references and information needed to assess an application.

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Category	Examples
Compliance and due-diligence information	Information needed for sanctions, export-control, fraud-prevention, credit, quality, certification or other legal and commercial checks, where applicable.

4. How we collect personal information

We may collect personal information:

- directly from you when you contact us, submit a website form, request a quotation, place an order, subscribe to communications, apply for a role or otherwise correspond with us;
- from your employer, organisation, colleagues, customers, suppliers or other business contacts where this is relevant to a commercial relationship;
- automatically through our website, IT systems, cookies and similar technologies;
- from service providers, professional advisers, credit or compliance-checking providers, public authorities and regulators; and
- from publicly available professional and business sources, where lawful and relevant.

Where information is needed to respond to an enquiry, enter into or perform a contract, process an order, assess an application or comply with law, failure to provide it may prevent us from progressing the relevant activity.

5. How and why we use personal information

We use personal information only for defined purposes and where a lawful basis applies. The main purposes and lawful bases are set out below.

Purpose	Examples of use	Main lawful basis
Enquiries and quotations	Responding to requests, preparing quotations, providing product or service information and maintaining business communications.	Legitimate interests; steps before a contract where you are personally party to it.
Customer and supplier relationships	Managing contacts, accounts, commercial relationships, orders, deliveries, support and service history.	Legitimate interests; contract where applicable; legal obligation where required.
Orders, logistics and traceability	Fulfilling orders, arranging delivery, maintaining supply-chain and product records, and communicating order progress.	Legitimate interests; contract; legal obligation where applicable.
Payments and business records	Invoicing, payment administration, accounting, audit, tax and financial management.	Legal obligation; contract; legitimate interests.
Due diligence and compliance	Quality, accreditation, certification, sanctions, export-control, anti-fraud, legal and regulatory checks relevant to our business.	Legal obligation and legitimate interests.
Website operation and security	Operating and protecting the website and systems, diagnosing faults, preventing misuse and understanding website performance.	Legitimate interests; consent where required for non-essential cookies.
Marketing communications	Sending relevant company, product, service, event, survey or promotional information where permitted.	Consent or legitimate interests, as applicable, alongside PECR requirements.
Recruitment	Reviewing applications, arranging interviews, checking suitability and communicating recruitment decisions.	Steps before a contract; legal obligation; legitimate interests.
Legal and regulatory matters	Establishing, exercising or defending legal claims and responding to courts, regulators, public authorities or law-enforcement bodies.	Legal obligation and legitimate interests.

Where we rely on legitimate interests, those interests include responding to business enquiries, managing commercial relationships, delivering products and services, maintaining supply-chain records, protecting our systems, preventing fraud, developing our business and defending legal rights. We consider the impact on individuals and do not rely on legitimate interests where their rights and interests override ours.

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6. Marketing communications

We may use business contact details to send relevant information about Princeps, our products and services, industry developments, events, surveys or promotions where permitted by law. We rely on consent or legitimate interests as appropriate and comply with the Privacy and Electronic Communications Regulations (PECR) for electronic marketing. You can unsubscribe or object to direct marketing at any time by using the unsubscribe option in a message or contacting info@princeps.co.uk. We may keep a limited suppression record so that we continue to respect your preference.

7. Website information and cookies

Our website may use cookies and similar technologies to provide essential functions, maintain security, remember choices, understand how the site is used and improve performance. Cookies may collect technical information such as browser type, device information, IP address, connection details and website interactions.
Where consent is required for non-essential cookies, those cookies will not be placed until you have made a choice. You can change your choices through the website cookie settings. Further information should be provided in the website Cookie Notice or cookie-management tool.

8. Sharing personal information

We do not sell, trade or rent personal information. We may share it, only where necessary and lawful, with:

- IT, hosting, cloud, communications, website, analytics and cyber-security providers;
- accounting, banking, payment, credit-control and professional service providers;
- delivery, freight, logistics and supply-chain partners involved in fulfilling an order;
- customers, suppliers, manufacturers and other parties involved in an enquiry, order, service or commercial arrangement;
- auditors, insurers, legal advisers, certification, accreditation and quality bodies;
- public authorities, regulators, courts and law-enforcement bodies where required or permitted by law; and
- a prospective buyer, seller or adviser in connection with a business reorganisation, sale or acquisition.

Where a service provider processes personal information on our behalf, we require appropriate confidentiality, security and data-protection terms.

9. International transfers

Some service providers, business partners or recipients may process personal information outside the United Kingdom. Where a restricted international transfer takes place, we use a lawful transfer mechanism and appropriate safeguards where required. These may include UK adequacy regulations, the UK International Data Transfer Agreement, or the UK Addendum to approved standard contractual clauses.
You may contact us for further information about the safeguards used for relevant international transfers.

10. How long we keep personal information

We keep personal information only for as long as necessary for the purpose for which it was collected and to meet applicable legal, tax, quality, traceability, regulatory, contractual, audit and dispute-resolution requirements. The criteria normally applied are:

Information	Retention approach
Enquiries and quotations	For as long as needed to respond, manage the opportunity and retain an appropriate record for business continuity or legal claims.
Customer, supplier and transaction records	For the duration of the relationship and afterwards as required for contracts, accounting, traceability, quality, regulatory obligations and legal claims.
Financial and accounting records	For the period required by tax, accounting and company law.
Marketing records	Until consent is withdrawn, an objection is received or the information is no longer needed, while retaining a suppression record where necessary.
Website and technical records	For a period proportionate to the purpose, security risk and operational need, and as described in the Cookie Notice where applicable.
Recruitment records	For the recruitment exercise and a limited period afterwards; longer only where you agree to future consideration or another lawful reason applies.

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When personal information is no longer required, it will be securely deleted, anonymised or destroyed.

11. How we protect personal information

We use appropriate technical and organisational measures designed to protect personal information against accidental or unlawful loss, misuse, alteration, unauthorised access or disclosure. No method of transmission or storage can be guaranteed to be completely secure, but we review our arrangements and take reasonable steps to reduce risk.

12. Your data-protection rights

Depending on the circumstances and the lawful basis used, you may have the right to:

- **Be informed:** about how your personal information is collected and used.
- **Access:** your personal information and receive a copy.
- **Rectification:** of inaccurate or incomplete personal information.
- **Erasure:** of personal information in certain circumstances.
- **Restriction:** of processing in certain circumstances.
- **Data portability:** for certain information processed by automated means on the basis of consent or contract.
- **Object:** to processing based on legitimate interests and at any time to direct marketing.
- **Withdraw consent:** at any time where consent is the lawful basis, without affecting earlier lawful processing.

These rights are not all absolute and may be subject to legal exemptions. We may need to verify your identity before acting on a request. We will respond without undue delay and normally within one month.
To exercise a right, contact info@princeps.co.uk and provide enough information for us to identify you and locate the relevant records.

13. Complaints

If you believe we have not handled your personal information properly, please contact us first using the details in section 2. Please explain your concern and provide enough information for us to locate the relevant records.
You also have the right to complain to the Information Commissioner's Office (ICO), the UK data-protection supervisory authority:

Website	www.ico.org.uk
Telephone	0303 123 1113
Postal address	Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Complaint service	www.ico.org.uk/make-a-complaint/

14. Third-party websites

Our website may contain links to websites or services operated by customers, suppliers, partners or other third parties. We do not control those sites and are not responsible for their privacy practices. You should review the privacy information provided by the relevant third party before submitting personal information.

15. Changes to this policy

We may update this policy to reflect changes in law, guidance, technology or our business practices. The "Last updated" date at the beginning of the policy will be revised when changes are made. Material changes may also be communicated through the website or another appropriate channel.

Privacy contact
Email: info@princeps.co.uk
Telephone: +44 (0)1279 641 641
Post: Princeps Electronics Limited, 6 Astra Centre, Edinburgh Way, Harlow, Essex, CM20 2BN

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