

Privacy Policy

This website is controlled and operated by Alamo Group Europe Limited. All comments, queries and requests relating to our use of your information are welcomed and should be addressed to:

Alamo Group Europe Limited
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We can be reached via e-mail at admin@alamoeur.com or by phone +44 (0)1789 774250

Data Protection

We are committed to protecting the privacy and confidentiality of information provided by all users of our website. Accordingly we uphold the relevant data protection principles and process your personal data in accordance with the Data Protection Act 1998 ("**the DPA**"). Please read this privacy policy statement to understand how we use and protect the information that you provide to us.

By visiting this website, registering for an account or forum, purchasing goods or otherwise providing information to us via this website, you accept and consent to the collection, use and transfer of your information under the terms of this policy.

For the purposes of the DPA the data controller is Alamo Group Europe Limited and our address is as noted above.

Any changes to this privacy policy statement will be posted to this website. Please check regularly for updates.

Collection of Information

When you visit, register or make purchases on this website we may collect and process the following data about you:

Information that you give to us - you may provide us with certain information about yourself including your name, company name, contact details including address(es), telephone number(s) and fax number(s), VAT number, date of birth and credit or debit card information.

Information we collect about you – during each of your visits to this website we may also automatically collect information about your use of our website as well as technical information about you by the use of cookies (see below).

Information we receive from other sources – we may receive information about you if you use any of the other websites we operate or the other services that we provide. We also work with third parties such as sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers and credit reference agencies, and may receive information about you from them.

Cookies

Cookies are small amounts of information which are stored on your computer. Using cookies enables us to monitor website traffic and to personalise the content of our site to your requirements. This maximises the benefits you gain in using our website, makes it easier for you to log on and use the site during any future visits and allows us to improve our website.

We may use cookies to collect information about your use of our website whether you register on our site or not. As soon as you enter or register on our site, our system may issue cookies to your computer whenever you log on.

You may disable the use of cookies in your Internet browser but this may limit your access to our website or adversely affect your use of features or functions on certain web pages on it.

Web Beacons / Clear Gifs

A web beacon is a transparent image placed on an email or web page. It provides us with a simple record of users' actions when they open an email containing a web beacon / clear gif. We use a web beacon to monitor email communications that are sent for marketing purposes. This is to personalise your marketing information and make your experience more user friendly. It allows us to make sure that subscribers are receiving our emails and are not missing out on any offers through emails being caught up in spam filters. If you do not wish to have your emails monitored for an improved customer experience please disable the automatic download of pictures in your email client or send an email informing us of your request to info@alamoeur.com On receiving an email regarding this matter we will remove web beacons from emails that are sent to you.

Use of your Information

We use information held about you in the following ways:

Information that you give to us - this information will enable us to provide you with access to all parts of our website and/or forums, to administer accounts and/or orders and to provide you with other services and information, to process and complete orders, to process payments and/or to bill you and to contact you where necessary, to contact you for your views on our services and to notify you occasionally about important changes or developments to them or to the website. Where you have consented to us doing so, we might also use your information to let you know about other services which we offer which may be of interest to you including forthcoming events and we may contact you by post, telephone or fax, as well as by e-mail. If you no longer wish us to contact you, please let us know. Users have the right to ask us to stop processing their personal data for direct marketing purposes at any time and we do not partner with or have special relationships with any ad server companies. You can exercise the right to prevent us processing your personal data by contacting us at info@alamoeur.com

Information we collect about you – this information will enable us to administer this website and our internal operations (including troubleshooting, data analysis, testing and research), to improve our website and ensure that contents is presented to you in the most effective manner, as part of our efforts to keep this website safe and secure and to measure and understand the effectiveness of advertising we serve to you and others.

Information we receive from other sources – we may combine this information with the information you give to us and information we collect about you to be used for the purposes set out above.

Disclosure of your Information and where we store your personal data

The transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website and any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try and prevent unauthorised access.

The information you provide to us will be held on our computers in the UK and may be accessed by or given to our staff and third parties within, and occasionally, (where necessary to fulfil and deliver orders) outside of, the EEA. Those parties process information, fulfil and deliver orders, process credit or debit card payments and provide support services on our behalf. We

may also pass aggregate information on the usage of our site to third parties but this will not include information that can be used to identify you. By submitting your personal data, you agree to this transfer, storing or processing.

To help us make credit decisions about you, to prevent fraud, to check your identity and to prevent money laundering, we may search the files of credit reference agencies who will record any credit searches on your file and/or those of your principal directors/shareholders where relevant. We may also disclose details of how you conduct your account to such agencies. This information will be used by other credit grantors for making credit decisions about you and the people with whom you are financially associated, for fraud protection, money laundering prevention and occasionally for tracing debtors.

Unless required to do so by law, or in order to enforce or apply our terms of use or terms and conditions and other agreements, or to protect the rights, property, or safety of Alamo Group Europe Limited, our customers or other (including exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction) we will not otherwise share, sell or distribute any of the information you provide to us without your consent.

We employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. We will retain your information for a reasonable period or as long as the law requires. Countries outside of the EEA do not always have strong data protection laws. However, we will always take steps to ensure that your information is used by third parties in accordance with this policy statement.

Links

We are not responsible for the privacy and data protection practices of other websites which may be reached through links contained in this website. Users should be aware when they leave this website and move into any linked website and should read the privacy and data protection policies and statements contained on any such linked website.

Accessing and Updating

You are entitled to see the information held about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us. We are entitled by law to charge a fee of £10 to meet our costs in providing you with details of the information we hold about you. You may also view some of the information held about you by logging into your account.