

Coastal Group - Privacy Policy

1. Who we are

Coastal Group (“We”) are committed to protecting and respecting your privacy.

This policy sets out the basis on what personal data we collect from you, how we collect it and how we process it. Please read the following carefully. By visiting www.coastal-group.com & www.blu-performance.com you are accepting and consenting to the practices described in this policy.

For the purpose of the General Data Protection Regulation 2016/679 (The GDPR) the data controller is Coastal Specialist Ironmongery Ltd of Global House, 3 Bojea Industrial Estate, Trethowel, St Austell, Cornwall, PL25 5RJ. Referred to as Coastal Group.

2. Personal Data we may collect from you

We may collect and process the following personal data:

Information you give us:

You may give us information by filling in forms on our sites www.coastal-group.com & www.blu-performance.com or by corresponding with us by phone, fax, e-mail, post or face to face. This includes information you provide when you register to use our site, subscribe to our services, search for a product, place an order on our site, participate in discussion boards or other social media functions on our site, and when you report a problem with our site. The information you give us may include your name, address, e-mail address, phone number, financial and credit card information.

Information we collect about you:

Regarding each of your visits to our websites we may automatically collect the following information: Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.

Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number



used to call our customer service number. For more information on how we use cookies for these purposes, as well as how to opt out of the use of cookies, please see our Cookie statement.

All inbound & outbound calls are recorded. During this process some personal data may be recorded including, name, phone number, address & email. If you are making a payment the call record is deactivated so that this data is not recorded.

Information we receive from other sources:

We may receive information about you from third party sources, such as public databases, social media platforms & third-party data providers. We take steps to ensure that such third-parties are legally permitted or required to disclose such information to us and we inform any data subjects we are processing their personal data via our Fair Processing Notice.

3. How Personal Data is processed & stored

We use, process & store personal data in the following ways:

All personal information is stored securely on our CRM system. This system is password protected & access is restricted. Information is retained as long as a customer is active & for our legal obligations, HMRC require 7 years.

Call recordings are held on our secure server on site. Access is by authorised personnel only & is password protected. The main reason for call recording is to check the accuracy of sales orders, purchase orders, quotes & all business transactions. Call recordings are not shared with any third parties and are deleted annually.

To carry out our obligations arising from any contracts entered between you & us and to provide you with the information, products and services that you request from us.

To provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about. We do this by electronic marketing; your email may be used to send you our weekly E-shots & Newsletters, to provide you with information, offers & news regarding Coastal Group & Blu Performance. You do not have to agree to this. If you object to your personal data being used for this purpose, please email marketing@coastalgroup.com & ask for removal from this service. All our electronic marketing material carries an unsubscribe option, so you can unsubscribe at any time.

To notify you about changes to our service.

To ensure that content from our site is presented in the most effective manner for you and for your computer.



To bill & collect money owed to us. This includes sending you emails, invoices, receipts & statements.

To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.

To improve our site to ensure that content is presented in the most effective manner for you and for your computer.

To allow you to participate in interactive features of our service, when you choose to do so; as part of our efforts to keep our site safe and secure.

To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you.

To make suggestions and recommendations to you and other users of our sites about goods or services that may interest you or them.

All information you provide to us is stored on secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, 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 site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

4. Disclosure of your information

We may share your information with selected third parties including: Business partners, service providers, suppliers and sub-contractors for the performance of any contract we enter with them or you.

Analytics and search engine providers that assist us in the improvement and optimisation of our site.

We may disclose your personal information to third parties: In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

If Coastal Group or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.

If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or contractual obligation in order to enforce or apply our terms of use or terms and conditions of supply and other agreements; or to protect the rights, property, or safety of The Coastal Group, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Public information & third-party websites:

We have public blogs on our website, any information you include in a comment on our blog may be read, collected, and used by anyone. If your Personal Information appears on our blogs and you want it removed, please contact us. Our websites include social media features that link through to our pages within these platforms; Facebook, Houzz, Twitter, You Tube, & Linked In. If you follow a link to any of these websites, or contact us through them including WhatsApp, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites. Any information or material you submit to us via a social media platform is done at your own risk without any expectation of privacy. We cannot control the actions of other users of these platforms or the action of the platforms themselves.

5. The legal basis for processing personal data

Legitimate interest is the legal basis we rely on to process your personal data. We may process personal data on the basis of legal obligation, contract & consent as well.

6. Your Rights

Your rights regarding personal data are listed below. You can exercise your rights by emailing marketing@coastal-group.com , calling 01726 871025 or by writing to us at Coastal Group, Global House, 3 Bojea Industrial Estate, Trethowel, St Austell, Cornwall, PL25 5RJ in accordance with the GDPR regulations.

- **The right to access**
You have the right to access personal data we hold about you & obtain confirmation that we process your information.



- **The right to rectification**
You have the right to have inaccurate personal data rectified.
- **The right to erasure**
You have the right to have personal data erased. We can refuse a request for erasure to comply with legal obligations.

Coastal Group is registered with the UK Independent Authority the Information Commissioner's Office (ICO). Our registration number is ZA397978.

7. Changes to our Privacy Policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.