

Privacy Policy

Last Updated: [Date]

1. Introduction

This Privacy Policy outlines how Driffield Tool Hire and Sales ("we," "us," or "our") collects, uses, discloses, and protects the personal information of users ("you" or "your") when you visit our website or use our services. We are committed to safeguarding your privacy and ensuring the security of the information you provide to us. By accessing our website or using our services, you consent to the practices described in this Privacy Policy.

2. Information We Collect

We may collect the following types of personal information:

a. **Personal Identifiable Information:** When you interact with our website or use our services, we may collect personal information that you voluntarily provide, such as your name, email address, phone number, postal address, and other details you provide during registration, inquiries, or order placement.

b. **Payment Information:** If you make purchases through our website, we may collect payment information, such as credit card details, to process transactions securely. However, we do not store your payment information. It is handled by trusted third-party payment processors that comply with industry standards.

c. **Automatically Collected Information:** When you visit our website, we may automatically collect certain information, including your IP address, browser type, operating system, referring URLs, pages viewed, and other browsing information. This information helps us analyze trends, administer the site, and improve our services. We

may use cookies or similar technologies for this purpose. You can manage your cookie preferences through your browser settings.

3. Use of Information

We may use the collected information for the following purposes:

a. **Provide Services:** We use your personal information to deliver the requested services, process transactions, respond to your inquiries, and fulfill your orders. This includes communicating with you about your account, purchases, or any changes to our services.

b. **Improve User Experience:** We may use the information collected to improve our website, products, and services. This includes analyzing trends, administering the site, and gathering demographic information for aggregate use.

c. **Marketing and Communications:** With your consent, we may use your contact information to send you promotional materials, newsletters, or other communications regarding our products, services, and special offers. You can opt-out of receiving marketing communications at any time by following the instructions provided in the communication or contacting us directly.

4. Information Sharing and Disclosure

We respect the privacy of your personal information and do not sell, trade, or otherwise transfer it to third parties without your consent, except in the following circumstances:

a. **Service Providers:** We may share your personal information with trusted third-party service providers who assist us in operating our website, conducting our business, or providing services to you. These service providers are obligated to maintain the confidentiality and security of your information and are prohibited from using your personal information for any other purpose.

b. **Legal Requirements:** We may disclose your personal information if required by law, regulation, legal process, or governmental

request. We may also disclose information to enforce our rights or protect the rights, property, or safety of ourselves or others.

5. Data Security

We implement appropriate security measures to protect the personal information we collect and maintain. We follow industry standards and employ technical and organizational safeguards to ensure the confidentiality, integrity, and availability of your information. However, no method of transmission over the internet or electronic storage is completely secure. While we strive to protect your personal information, we cannot guarantee its absolute security.

6. Third-Party Websites

Our website may contain links to third-party websites. We do not have control over these websites and are not responsible for their privacy practices. We encourage you to review the privacy policies of these third-party websites before providing any personal information.

7. Your Rights

Depending on your jurisdiction and applicable laws, you may have certain rights regarding your personal information, including the right to access, correct, update, delete, or restrict its processing. If you wish to exercise any of these rights, please contact us using the information provided in Section 9.

8. Changes to the Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. The updated policy will be posted on our website with the revised date. We encourage you to review this Privacy Policy periodically for any changes.

9. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our practices, please contact us at:

Driffield Tool Hire and Sales

Address

Phone: [Phone number]

Email: [Email address]

By using our website or services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms and conditions