

AppliedPhotophysics

ABOUT THIS PRIVACY POLICY

This Privacy Policy applies when you visit our website, www.photophysics.com (our website). It also applies where we are in contact with you in other ways, whether in your capacity as an individual, customer, contact, supplier, distributor, agent, contractor, consultant, director, shareholder, visitor, employee or other representative of a company or other organisation.

WHO WE ARE

We are Applied Photophysics Limited, a limited company registered in England with number 1006739 and with a registered address of 21 Mole Business Park, Leatherhead, Surrey KT22 7BA ("**APL**", "**we**", "**our**", and "**us**").

We are registered with the UK Information Commissioner's Office ("**ICO**") under registration number Z569135X.

CONTACTING US

We are not required to appoint a formal data protection officer under data protection laws.

If you have any questions about our privacy policy or your information, or to exercise any of your rights as described in this privacy policy or under data protection laws, you can contact us:

By post:

Applied Photophysics Limited

21 Mole Business Park, Leatherhead, Surrey KT22 7BA

By telephone: +44 (0)1372 386537

By email: info@photophysics.com

DATA PROTECTION PRINCIPLES

APL adheres to the following principles when processing your personal data:

1. **Lawfulness, fairness and transparency** – data must be processed lawfully, fairly and in a transparent manner.
2. **Purpose limitation** - data must be collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes.
3. **Data minimisation** - data must be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.
4. **Accuracy** - data must be accurate and, where necessary, kept up to date.
5. **Storage limitation** - data must be kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed.
6. **Integrity and confidentiality** - data must be processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage by using appropriate technical or organisational measures.

INFORMATION WE COLLECT

Information you provide us

You may choose to provide us with personal data when you are introduced to us, when we meet you in person, or when we are in contact by phone, email, via our website or otherwise.

The categories of personal data you provide includes:

- first and last name;
- job title and company name;
- email address;
- phone number;
- postal address;
- marketing and communications data includes your preferences in receiving marketing from us and your communication preferences.

Information we collect from third parties

We collect most of this information from you directly. However, we also collect information about you:

- from publicly accessible sources, e.g. Companies House;
- from third party sources of information, e.g. credit reference agencies;
- which you have made public on websites associated with you or your company or on social media platforms such as LinkedIn and Twitter;
- from a third party, e.g. a person who has introduced you to us

Information we collect online

We collect, store and use information about your visits to our website and about your computer, tablet, mobile or other device through which you access our website. This includes the following:

- technical information, including browser type, internet service provider, device identifier, your login information, time zone setting, browser plug-in types and versions, operating system and platform, and geographical location;
- information about your visits and use of the website, including the full Uniform Resource Locators (URL), clickstream to, through and from our website, pages you viewed and searched for, page response times, length of visits to certain pages, referral source/exit pages, page interaction information (such as scrolling, clicks and mouse-overs), and website navigation and search terms used;
- information collected by cookies on our website (for more information on cookies, please click here: [Cookies Policy](#)).

Sensitive personal data

We do not generally seek to collect sensitive (or special categories of) personal data. Sensitive personal data is defined by data protection laws to include personal data revealing a person's racial or ethnic origin, religious or philosophical beliefs, or data concerning health. If we do collect sensitive personal data, we will ask for your explicit consent to our proposed use of that information at the time of collection.

Children

Our website is not intended for or directed at children under the age of 16 years and we do not knowingly collect data relating to children under this age.

HOW WE USE YOUR INFORMATION

The purpose for which we use and process your information (excluding sensitive personal data) and the legal basis on which we carry out each type of processing is explained below.

Purposes for which we will process the information	Legal Basis for the processing
To provide you with information and services that you request from us such as downloading of a document, e.g. brochure or requesting a quotation	It is in our legitimate interests to respond to your queries and provide any information requested in order to generate and develop business. To ensure we offer a good and responsive service, we consider this use to be proportionate and will not be prejudicial or detrimental to you.
To send you alerts, newsletters, notifications, announcements, and other communications concerning APL or notifications we believe may be of interest to you.	It is in our legitimate interests to market our services. We consider this use to be proportionate and will not be prejudicial or detrimental to you. You can always opt-out of receiving direct marketing-related email communications by following the unsubscribe link.
To invite you to seminars, webinars, events, or other functions we believe may be of interest to you.	It is in our legitimate interests to market our services. We consider this use to be proportionate and will not be prejudicial or detrimental to you. You can always opt-out of receiving direct marketing-related email communications by following the unsubscribe link.
To supply our goods and services on the basis of fulfilling a contract e.g. processing of your orders and payments, maintain your online account in order to enable you to download software updates.	Processing of your data is necessary for the performance of a contract with you or to take steps to enter into a contract with you
To enforce the terms and conditions and any contracts entered into with you.	It is in our legitimate interests to enforce our terms and conditions of sale. We consider this use to be necessary for our legitimate interests and proportionate.
To send you information regarding changes to our policies, other terms and conditions and other administrative information.	It is in our legitimate interests to ensure that any changes to our policies and other terms are communicated to you. We consider this use to be necessary for our legitimate

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	interests and will not be prejudicial or detrimental to you.
To identify any risks relating to individuals and organisations that may prevent us from working with a particular supplier. Our supplier take-on procedures involve processing personal data that may be obtained from publicly available sources (such as sanctions lists, criminal convictions databases, and general internet searches).	It is in our legitimate interests to ensure that we work with reputable suppliers and minimise the risk to the ability to supply our goods and services. We consider this use to be necessary for our legitimate interests and will not be prejudicial or detrimental to you.
<p>To administer our website including troubleshooting, data analysis, testing, research, statistical and survey purposes;</p> <p>To improve our website to ensure that consent is presented in the most effective manner for you and your computer, mobile device or other item of hardware through which you access our website; and</p> <p>To keep our website safe and secure.</p>	For all these categories, it is in our legitimate interests to continually monitor and improve our services and your experience of our website and to ensure network security. We consider this use to be necessary for our legitimate interests and will not be prejudicial or detrimental to you.
To conduct market research and analysis including to produce statistical research and reports by converting your personal data into statistical or aggregated data.	<p>It is in our legitimate interests to conduct market research and statistical analysis. Aggregated and anonymous personal information does not personally identify you. We may share such anonymous aggregated data with third parties.</p> <p>We consider this use to be necessary for our legitimate interests and will not be prejudicial or detrimental to you.</p>
To analyse interactions between our people and our contacts to provide information to our management on relationships and trends, including the use of an automated analytical tool to evaluate the frequency and timing of interactions with contacts.	It is in our legitimate interests to analyse such interactions. We consider this use to be necessary for our legitimate interests and will not be prejudicial or detrimental to you.
To ensure the safety of visitors to our premises e.g. in an emergency situation.	Processing your data is necessary for compliance with a legal obligation.

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Where we rely on legitimate interests as a lawful basis, we will carry out a balancing test to ensure that your interests, rights and freedoms do not override our legitimate interests.

If you do not wish to provide us with your personal data and processing such information is necessary for the performance of a contract with you, we may not be able to perform our obligations under the contract between us.

APL will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal data for an unrelated purpose, we will notify you in a timely manner and we will explain the legal basis which allows us to do so.

EMAIL MARKETING

For email marketing to an individual subscriber (that is, a non-corporate email address) with whom we have not previously engaged as a customer, we need your consent to send you unsolicited email marketing.

Where you provide consent, you can withdraw your consent at any time, but without affecting the lawfulness of processing based on consent before its withdrawal.

You have the right to opt out of receiving email marketing communications from us at any time by:

- contacting us using the contact details set out above; or
- using the “unsubscribe” link in emails.

WHO WE SHARE YOUR PERSONAL DATA WITH

We do not share your personal data with third parties except as provided in this Privacy Policy.

We share your information with the following third parties:

- with APL’s associated companies where required for the supply of goods and services to our customers and/or for administrative purposes;
- with APL directors, staff and consultants;
- with suppliers who assist us in supplying goods and services to customers or are otherwise involved in the services we provide to customers;
- suppliers providing marketing services to us, or with whom we are conducting joint marketing exercises;
- with auditors and advisers as required by law or as reasonably required in the management of our business;
- with third parties where required by applicable law and regulation to disclose personal data such as regulators and law enforcement agencies. We will only provide personal data to such parties where there is a legal requirement or permission to do so; and
- with our third party data processors and service providers who assist with the running of our website and services such as customer relations management systems, materials resource planning solutions, cloud-based software providers, web hosting/management providers, data analysis providers, commercial mailing systems and data back-up and security/storage providers.

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Our third party processors and service providers are subject to security and confidentiality obligations and are only permitted to process your personal data for specified purposes and in accordance with our instructions.

In addition, APL may disclose information about you in the following circumstances:

- 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 all or substantially all of APL's 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 or regulatory obligation;
- if necessary to protect the vital interests of a person; and
- to enforce or apply our terms and conditions or to establish, exercise or defend the rights of APL, our staff, customers or others.

INTERNATIONAL TRANSFERS

In the course of running our business and supplying goods and services to customers we may transfer personal data to third parties located in other countries, including countries outside the EEA. In the event that data is to be transferred outside of the EEA, the company will endeavour that sufficient data protection is in place in the intended recipient country so that the data protection laws are not breached.

SECURITY OF YOUR PERSONAL DATA

We use industry standard physical and procedural security measures to protect information from the point of collection to the point of destruction. This includes encryption, firewalls, access controls, policies and other procedures to protect information from unauthorised access.

Where data processing is carried out on our behalf by a third party, we take steps to ensure that appropriate security measures are in place to prevent unauthorised disclosure of personal data.

Despite these precautions, however, APL cannot guarantee the security of information transmitted over the Internet or that unauthorized persons will not obtain access to personal data. In the event of a data breach, APL have put in place procedures to deal with any suspected breach and will notify you and any applicable regulator of a breach where required to do so.

HOW LONG DO WE KEEP YOUR PERSONAL DATA?

Your personal data will not be kept for longer than is necessary for the purposes for which it was collected and processed and for the purposes of satisfying any legal, accounting, or reporting requirements.

The criteria we use for retaining different types of personal data, includes the following:

- **General queries** - when you make an enquiry or contact us by email or telephone, we will retain your information for as long as necessary to respond to your queries. After this period, we will not hold your personal data for longer than two years if we have not had any active subsequent contact with you;

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- **Direct marketing** - where we hold your personal data on our database for direct marketing purposes, we will retain your information for no longer than two years if we have not had any active subsequent contact with you.
- **Legal and regulatory requirements** - we may need to retain personal data for up to 7 years after we cease providing services and products to you where necessary to comply with our legal obligations, resolve disputes or enforce our terms and conditions.

YOUR RIGHTS

ACCESS TO AND UPDATING YOUR PERSONAL DATA

You have the right to access information which we hold about you. If you so request, we shall provide you with a copy of your personal data which we are processing (“**data subject access request**”). We may refuse to comply with a subject access request if the request is manifestly unfounded or excessive or repetitive in nature.

You may also have the right to receive personal data which you have provided to us in a structured and commonly used format so that it can be transferred to another data controller (“**data portability**”). The right to data portability only applies where your personal data is processed by us with your consent or for the performance of a contract and when processing is carried out by automated means.

We want to make sure that your personal data is accurate and up to date. You have the right to have inaccurate personal data rectified or completed if it is incomplete. You can update your details or change your privacy preferences by contacting us as provided in “*Contacting us*” above. We may refuse to comply with a request for rectification if the request is manifestly unfounded or excessive or repetitive.

RIGHT TO OBJECT

Direct marketing

You have the right to object at any time to our processing of your personal data for direct marketing purposes.

Where we process your information based on our legitimate interests

You also have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data which is based on our legitimate interests. Where you object on this ground, we shall no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

YOUR OTHER RIGHTS

You also have the following rights under data protection laws to request that we rectify your personal data which is inaccurate or incomplete.

In certain circumstances, you have the right to:

- request the erasure of your personal data erasure (“**right to be forgotten**”);
- restrict the processing of your personal data to processing in certain circumstances.

Please note that the above rights are not absolute and we may be entitled to refuse requests, wholly or partly, where exceptions under the applicable law apply. We may refuse

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a request for erasure, for example, where the processing is necessary to comply with a legal obligation or necessary for the establishment, exercise or defence of legal claims. We may refuse to comply with a request for restriction if the request is manifestly unfounded or excessive or repetitive in nature.

EXERCISING YOUR RIGHTS

You can exercise any of your rights as described in this Privacy Policy and under data protection laws by contacting us as provided in "Contacting us" above.

Save as described in this Privacy Policy or provided under data protection laws, there is no charge for the exercise of your legal rights. However, if your requests are manifestly unfounded or excessive, in particular because of their repetitive character, we may either: (a) charge a reasonable fee taking into account the administrative costs of providing the information or taking the action requested; or (b) refuse to act on the request.

Where we have reasonable doubts concerning the identity of the person making the request, we may request additional information necessary to confirm your identity.

LINKS

Our website may, from time to time, contain links to and from third-party websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and APL does not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

EMAIL MONITORING

Email which you send to us or which we send to you may be monitored by APL to ensure compliance with professional standards and our internal compliance policies. Monitoring is not continuous or routine but may be undertaken on the instruction of a director where there are reasonable grounds for doing so. Occasional spot checks or audits may also be undertaken on the instruction or with the authority of a partner.

COMPLAINTS

If you have any questions or complaints regarding our Privacy Policy or practices, please contact us as provided in "*Contacting Us*" above.

You have the right to make a complaint at any time with a supervisory authority, in particular in the EU (or EEA) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is ICO who can be contacted at <https://ico.org.uk> or telephone on 0303 123 1113.

CHANGES TO OUR PRIVACY POLICY

From time to time, we may change this Privacy Policy. The current version of this Policy will always be available from us in hard copy or on our website. We will post a prominent notice on our website to notify you of any significant changes to this Policy or update you by other appropriate means.

JUNE 2023 UPDATE

We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and

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online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#)

Updated and effective as of **28th June 2023**.