

Privacy Policy

Privacy Policy for Burnertech

At Burnertech Ltd ("Burnertech"), we value your privacy and are committed to safeguarding your personal information. Please take a moment to read through our privacy policy to understand how we collect, use, and protect your data when you interact with our website, engage with our customer services, or connect with Burnertech in any manner.

Please note that this privacy policy specifically pertains to the use of personal information collected by Burnertech. It does not encompass personal data collected through other Burnertech platforms or by our parent company Burnertech Group as part of its corporate operations. To learn more about data privacy on these platforms, kindly refer to their respective privacy statements.

Information Collection

We gather personal information from you in various ways, such as when you provide it directly to us or when you use our website. Examples of such information include:

- Details you provide while registering for an account with us, such as your name, contact information, company details, your role within the company, and how you discovered our website.
- Transaction, billing, and delivery details when you make purchases or enter into contractual agreements with Burnertech.
- Correspondence records, including email feedback, technical inquiries, and problem reports, that you share with our customer service team.
- Responses to customer surveys or participation in competitions.
- Interactions with our sales representatives at trade events, customer premises, or trade counters.
- Website usage information, including device identifiers, IP addresses, operating systems, product searches, purchases, and interactions with marketing emails.

Use of Personal Information

Based on the nature of your interactions with Burnertech and the permissions granted, we utilize your personal information for various purposes, including:

- Fulfilling orders and providing contracted services.
- Managing and responding to inquiries or complaints through customer support.
- Customizing website content based on your account information, browsing behavior, and purchase history.
- Improving and maintaining our website's functionality while monitoring its usage.
- Conducting market research and obtaining feedback about our products and services.

- Sending marketing communications and displaying targeted advertisements with your consent or as allowed by applicable laws.
- Ensuring security, investigating fraudulent activities, and safeguarding our interests and those of third parties.
- Complying with legal and regulatory obligations.

We rely on legal grounds such as contract performance, legitimate interests, and your consent to process personal information for these purposes.

Sharing of Personal Information

To operate our business effectively, Burnertech shares information with selected third parties, which includes:

- **Burnertech Group:** As part of Burnertech Group, Burnertech Ltd may share personal information with other group companies to enhance services and gain customer insights.
- **Service Providers:** We engage service providers for functions like digital marketing, statistical analysis, website optimization, and delivery services. We also share information with professional advisors and legal entities.
- **Government Authorities:** For international deliveries, information may be shared with customs authorities in both the UK and the destination country. We may also share information with law enforcement or governmental authorities as required by law.
- **Credit & Fraud Prevention:** We share information with credit reference agencies and fraud detection entities.
- **Media:** Aggregated and anonymized marketing statistics may be shared with business partners or used in press releases, advertising, and reports with your prior consent.
- **Business or Asset Sale:** In case of business asset sales, customer personal information may be disclosed to potential buyers.

Data Storage and Retention

As Burnertech operates globally, your personal information may be processed outside of Europe. Appropriate safeguards are used to protect privacy rights when data is transferred outside the European Economic Area. We retain personal information as required for the purposes mentioned above.

Data Security

We prioritize data security and employ encryption technologies to protect information during transmission. Our website is designed with security in mind, and we implement measures to safeguard your personal details.

Marketing Use of Personal Information

Burnertech may send emails, make calls, or send text messages about products and services, unless you've opted out. We may tailor marketing messages based on your profile, purchase history, and browsing activity. You can manage your preferences or unsubscribe from marketing messages at any time.

Access, Update, and Deletion of Personal Information

You can view and edit your personal profile information through your account settings. If you have queries or concerns, our customer service is here to help. You have rights to access, correct, and request deletion of your data, subject to legal limitations.

Cookies

Burnertech employs cookies and similar technologies to enhance website functionality, personalize content, and improve user experience.

Contact Information

For privacy-related inquiries or concerns, feel free to contact us via the provided email address. You can also reach out to the relevant data protection authority.

Updates to Privacy Policy

We may update this privacy policy to reflect changes in law, regulations, or data privacy practices. For significant changes, we'll notify you and, where necessary, request your consent.

Last Updated: [Month Year]