

What is this Privacy Policy for?

This privacy policy is for this website www.rosenflex.com and is served by Rosenflex (UK) Limited. It governs the privacy of those who choose to use it.

The policy sets out the different areas where user privacy is concerned, and outlines the obligations & requirements of the users, the website and website owners. Furthermore, the way this website and the company processes, stores and protects user data and information will also be detailed within this policy.

The Website

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to all UK national laws and requirements for user privacy.

Use of Cookies

This website uses cookies to better the user's experience while visiting the website. Where applicable this website uses a cookie control system allowing the user, on their first visit to the website, to allow or disallow the use of cookies on their computer / device. This complies with legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies are small files saved to the user's computers hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server, to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information <http://www.google.com/privacy.html>.

Other cookies may be stored to your computer's hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

Contact & Communication

Users contacting this website and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Data Protection Act 1998 and the GDPR regulations. Every effort has been made to ensure a safe and secure form to email submission process but advise users using such form to email processes that they do so at their own risk.

This website and its owners use any information submitted to provide you with further information about the products / services they offer or to assist you in answering any questions or queries you may have submitted. This includes using your details to subscribe you to any email newsletter programme the website operates but only if this was made clear to you and your express permission was granted when submitting any form to email process, or whereby you, the consumer, have previously purchased from, or enquired about purchasing from the company, a product or service that the email newsletter relates to. This is by no means an entire list of your user rights in regard to receiving email marketing material. Your details are not passed on to any third parties.

Purchasing, collecting, controlling and processing data

- This website requires the visitor to opt-in to receive future information from us
- We will specify the method of communication to the user via the opt in process
- We do not pass information on to third party companies
- A record is held regarding how consent is acquired
- All purchased data is acquired from an accredited or professionally recognised compliant data owner/broker.
- The processing of data for marketing purposes is compliant to the latest GDPR/PECR regulations
- All data is held within a cloud-based encrypted location. This includes a compliant CRM and/or Email Marketing system. No data is held on local drives or individual computers
- We delete any irrelevant or excessive personal data that is surplus to requirements for marketing purposes
- All 'prospect' data we hold, is only used for marketing purposes
- We have simple procedures in place to deal with inaccuracies and complaints should they arise
- When using data to market by email and post, the information provided includes our contact details
- For a fee, we can provide information on where or how we obtained an individual's piece of data
- A copy of our latest privacy notice is available on our website and can be presented on request
- This website requires the visitor to opt-in to receive future information from us

Legitimate interest – the use of data for marketing communications

We hold, process or use data for marketing purposes, and only where we believe the recipient has a legitimate interest in the products and services we provide.

Email Newsletter

This website operates an email newsletter programme, used to inform subscribers about products and services supplied by this website. Users can subscribe through an online automated process should they wish to do so but do so at their own discretion. Some subscriptions may be manually processed through prior written agreement with the user.

Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003 and GDPR regulations. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998 and the subsequent EU GDPR regulations introduced in May 2018. No personal details are passed on to third parties nor shared with companies / people outside of the company that operates this website. Under the Data Protection Act 1998/GDPR you may request a copy of personal information held about you by this website's email newsletter programme. A fee will be payable. If you would like a copy of the information held on you please write to the business address at the bottom of this policy.

Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity.

This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

In compliance with UK Spam Laws, the Privacy and Electronic Communications Regulations 2003 and latest GDPR regulations, subscribers are given the opportunity to unsubscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated unsubscription system is unavailable clear instructions on how to unsubscribe will be detailed instead.

External Links

Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites.)

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertisers' website through a referral programme which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computers hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Information that is shared to us via social media platforms is treated securely and sensitively, and we do not share that information with any third party unless instructed by the individual that shares the information and instructs us to do so. We do not hold any personal data for any longer than deemed necessary other than to process the wishes of the person who has communicated to us. If any personal information shared on social media to us requires us to transfer or copy to a CRM or appropriate system internally, this information like all data is held within a secure encrypted location.

We may at some point utilise data we hold on our internal systems to create a custom audience on social media platforms. This data is supplied to our third-party processor to cross reference the database with social media platform users in order to create a custom audience for advertising. The data is supplied via a secure transfer process, utilised to create a custom audience and then permanently deleted by our data processor.

Shortened Links in Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Resources & Further Information

[Data Protection Act 1998](#)

[Privacy and Electronic Communications Regulations 2003](#)

[GDPR Regulations and Guidance](#)

[Twitter Privacy Policy](#)

[Facebook Privacy Policy](#)

[Google Privacy Policy](#)

[LinkedIn Privacy Policy](#)

[Mailchimp Privacy Policy](#)

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