AVK-COM-PL-040 External Privacy Notice

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We are the AVK group of companies (**AVK Group**). We take data privacy seriously and this privacy notice is designed to help you understand how and why we use your personal data.
We encourage you to read the whole notice.

1. The Purpose of this Privacy Notice

1.1. Identity

A list of AVK Group entities can be found at www.avk-seg.com. This privacy notice applies to each member of the AVK Group. References to "AVK," "we," "us" or "our" are to the relevant AVK Group member that is responsible for processing your personal data.

The AVK Group member responsible for this website is www.avk-seg.com which is a company registered in England and Wales with company number 02412510. Our registered office is at 1-3 Malvern Road, Maidenhead, Berkshire, SL6 7RE.

1.2. Our use of personal data

The AVK Group provides innovative power solutions for data centres. We collect, use and share information, including personal data, in connection with providing our services and operating our business.

1.3. This privacy notice

This is our main general privacy notice that applies across our business, although we may publish additional privacy statements that apply to specific services that we offer from time to time.

If an additional privacy statement is relevant to you because of the way in which you engage with us and there is a conflict between the information set out in this privacy notice and the additional privacy statement, then the additional privacy statement will take precedence over the information set out in this privacy notice.

We have separate privacy notices that set out how we process the personal data of our staff, which prospective, current, and former members of staff should refer to.

1.4. Updating this privacy notice

We may update this privacy notice at any time. We will take reasonable measures to communicate any substantial changes that we make to this privacy notice to you – for example, by posting an updated version of this privacy notice on our website, or by sending you an updated version of this privacy notice by email. We also encourage you to check this page from time to time for any changes.

1.5. What is personal data?

Personal data is any data relating to an identified or identifiable natural person who can be directly or indirectly identified from that data. This includes obvious things like your name, address and telephone number but can also include less obvious things like analysis of your use of our website. There are different types of personal data. The most important types for you to know about are:

- Special categories of personal data - these categories of personal data often have additional protection under data protection laws around the world. These categories include information about your health, racial or ethnic origin, political opinions, religious or philosophical beliefs and trade union membership, your genetic data and biometric data and information concerning your sex life or sexual orientation; and

- Criminal convictions information - this is information relating to your criminal convictions and offences.

1.6. Our responsibility to you

We process your personal data in our capacity as a controller. This means that we are responsible for deciding how we hold and use your personal data and ensuring that we comply with relevant data protection laws when processing your personal data.

2. Your Personal Data

2.1. Why are we collecting personal data about you?

We collect personal data about you in connection with our provision of services and the running of our business more generally. We may hold information about you in connection with these purposes including if:

- You are (or you represent, work for, or own) a prospective, current, or former client of AVK;
- You are (or you represent, work for, or own) a supplier of products or services to AVK;
- You represent a regulator, certification body or government body which has dealings with AVK; or
- You visit our website (including where you contact us through our website).

2.2. What personal data do we collect about you?

The types of information we process about you may include:

Types of personal data	Details
Individual details	Your name, address, other contact details (for example, email address and telephone numbers), gender, marital status, date and place of birth, nationality, employer, job title, and job category.
Identifiers	Information which can be traced back to you, such as an IP address, a website tracking code, or electronic images of you.

2.3. Where do we collect your personal data from?

We may collect your personal data from various sources, including:

- Directly from you;
- Your employer or the organisation that you represent, work for or own;
- Our clients and service providers; and
- By actively obtaining your personal data ourselves, for example through the use of website tracking devices.

The sources that apply to you will depend on why we are collecting your personal data. Where we obtain your information from a third party - in particular, your employer or the organisation that you represent or work for - we may ask them to provide you with a copy of this privacy notice (or, if applicable, a shortened version of it) to ensure you know we are processing your information and the reasons why.

3. Our Use of Your Personal Data

3.1. How do we use your personal data and what are our legal grounds for doing so?

We may process your personal data in many different ways - including by collecting, recording, organising, storing, analysing, modifying, extracting, sharing, deleting and/or destroying it.

In this section we set out in more detail:

- The main purposes for which we process your personal data; and
- The lawful bases upon which we are processing your personal data.

Purpose	Lawful basis
Registering and providing services to clients We may use your personal data in connection with the registration of new clients and providing services to clients. We do not generally look to collect special categories of personal data and criminal convictions data for this purpose.	**Legitimate interests** We have a legitimate interest in providing services to our clients and registering new clients.
Marketing and improving and tailoring our services and websites We may use your personal data to carry out analysis and market research and to carry out marketing activities, including online advertising. We may also use your personal data to provide tailored services to clients and to improve our website and services more generally. Please see our Cookie notice on entry to the web site for further information on the cookies used on our websites. We do not generally look to collect special categories of personal data and criminal convictions data for this purpose.	**Legitimate interests** We have a legitimate interest in carrying out marketing activities to promote our business and in improving and tailoring our services and websites. **Consent** Where we cannot rely on our legitimate interests to process your personal information for any of these purposes, we will do so only with your consent.
Managing relationships We may use your personal data for the purpose of managing our relationship with you and/or your employer which will include: (i) notifying you about changes to our terms or privacy notice; and (ii) dealing with requests, complaints and queries. We do not generally look to collect special categories of personal data and criminal convictions data for this purpose.	**Legitimate interests** We have a legitimate interest in keeping clients and contacts updated and managing our relationships. **Compliance with a legal obligation** Where applicable, we will rely on the '**necessary to comply with a legal obligation**' lawful basis.
Administrative and management purposes	**Legitimate interests**

We may use your personal data for our own administrative and management purposes, including in the context of a business reorganisation or group restructuring exercise. We do not generally look to collect special categories of personal data and criminal convictions data for this purpose.	We have a legitimate interest in carrying out our own administrative and management functions.
Protecting our business and website We may use your personal data to protect our business and websites (including troubleshooting, data analysis, testing, system maintenance, support, reporting, and hosting of data).	**Legitimate interests** We have a legitimate interest in the provision of administration and IT services, network security, preventing fraud and protecting our business and website. **Recognised legitimate interests** Where applicable, we may rely on the '**recognised legitimate interests**' lawful basis which is 'to detect, investigate or prevent crime.' **Preventing or detecting unlawful acts** To the extent that any special category or criminal convictions data is processed in this context, we also rely on the 'preventing or detecting unlawful acts' lawful basis.
Service providers We collect information about you in connection with your provision of services to us or your position as a representative or worker of a provider of services to us. We do not generally look to collect special categories of personal data and criminal convictions data for this purpose.	**Legitimate interests** We have a legitimate interest in contacting and dealing with individuals involved in providing services to us.
Visitors to our websites Several facilities on our websites invite you to provide us with your personal data. Where you provide us with information, we will only use it for the purpose for which it has been provided by you. Most of our websites use a small number of non-intrusive cookies to help them work more efficiently and to provide us with information on how the website is being used. Please see our Cookie notice on entry to the web site for further information on the cookies used on our websites.	**Legitimate interests** We have a legitimate interest in providing to you the facilities on our websites that you have requested and in understanding how our websites are used and the relative popularity of the content on our websites. **Consent** Where we cannot rely on our legitimate interests to process your personal information for any of these purposes, we will do so only with your consent.
Visitors to our premises We have security measures in place at our premises, which include building access controls and may include CCTV. Images	**Legitimate interests** We have a legitimate interest in making sure our offices, and the people that visit and work at our offices, are safe and secure.

captured by CCTV are securely stored and only accessed on a need-to-know basis – for example, to investigate an incident. CCTV recordings are typically automatically overwritten after a short period of time unless an issue is identified that requires investigation (such as a theft). We require visitors to our offices to sign in at reception, and we keep a record of visitors for a short period of time. Our visitor records are securely stored and only accessible on a need-to-know basis - for example, to investigate an incident. We do not generally look to collect special categories of personal data and criminal convictions data for this purpose.	**Preventing or detecting unlawful acts** To the extent that any special category or criminal convictions data is processed in this context, we also rely on the 'preventing or detecting unlawful acts' lawful basis.
Establishing our legal position We may use your personal data, including sharing it with our legal advisors, when looking to establish our legal position. This includes exercising our legal rights and defending legal claims. In some cases, this information will include special categories of personal data and criminal convictions data.	**Legitimate interests** We have a legitimate interest in understanding and establishing our legal rights and obligations. **Establishment, exercise, or defence of legal claims** For special category and criminal convictions data, we also rely on the '**establishment, exercise, or defence of legal claims**' lawful basis.

3.2. Failure to provide your personal data to us

Where we need to collect your personal data by law or in order to provide our services or perform a contract we have with you and you decide not to provide that information when requested, we may not be able to provide our services or perform the contract we have or are trying to enter into with you. In other circumstances where you choose not to provide us with your personal data we request, your decision not to provide us with your personal data may affect our ability to provide certain of our services.

3.3. Consent

We do not generally process your personal data based on your consent (as we can usually rely on another lawful basis). Where we do process your personal data based on your consent, you have the right to withdraw your consent at any time. To withdraw your consent please email us using the email address set out in section 5.1.

3.4. Do we share your information with anyone else?

We may share your information in the following circumstances:

- Where it is necessary or appropriate for the purposes for which we hold your information and we have a lawful basis for doing so, we share your relevant information with other members of the AVK Group or with other third parties;
- In order to operate our business efficiently, we require the assistance of various external providers of professional services (such as legal advisors, accountants, and auditors) and support services (such as IT service providers). The use of these services may involve the service provider receiving your relevant information from us;

- In connection with a sale or business transaction. If we sell our business or undergo another business transaction (such as a reorganisation, merger, joint venture, assignment, transfer, or other disposition of any or all portion of our business, assets, or stock, including in connection with any insolvency or similar proceedings), then your information may be shared with, or transferred to, a third party;
- To protect the rights, property, and safety of the AVK Group members and others. Such information will be disclosed in accordance with applicable laws and regulations. This includes where we share information with other parties in the context of litigation and in response to court orders; and
- We share your personal data with other third parties, such as relevant public and government authorities, including regulators and law enforcement bodies, where we are required or requested to do so to comply with legal or regulatory requirements or for the purpose of a public task or official function.

4. Other Important Things You Should Know

4.1. Keeping your personal data safe

We take security issues seriously. We implement appropriate steps to help maintain the security of our information systems and processes and prevent the accidental destruction, loss, or unauthorised disclosure of the personal data we process.

4.2. Profiling and automated decision making

We do not use profiling (where an electronic system uses personal data to try and predict something about you) or automated decision making (where an electronic system uses personal data to make a decision about you without human intervention).

4.3. How long do we keep your personal data?

We keep your personal data for no longer than is necessary for the purposes described in this privacy notice and, in any event, no longer than we are permitted to under applicable law.

Our retention periods are based on the requirements of relevant data protection laws and the purpose for which the information is collected and used, taking into account legal and regulatory requirements to retain the information for a minimum period, limitation periods for taking legal action, good practice and our business purposes.

If you would like further details regarding applicable retention periods, please email us using the email address set out in section 5.1.

4.4. Cross border transfers of your personal data

The nature of our business means that your personal data may well be transferred across national boundaries, including, potentially, to countries that do not require organisations by law to look after your personal data in the way in which you have come to expect in your own country. Where we transfer your personal data across national boundaries, we will protect your personal data by ensuring that those transfers are made in compliance with all relevant data protection

laws. For example, where we transfer your personal data from the UK to a third party that is located in a country that is not recognised by the UK Government as providing an adequate level of data protection, we normally do so subject to safeguards that assure the protection of your personal data, such as standard contractual clauses approved by the UK Government.

If you would like further details of how your personal data is protected when transferred from one country to another then please email us using the email address set out in section 5.1.

5. Your Rights

5.1. Contacting us and your rights

If you have any questions or complaints in relation to our use of your personal data, please email us at dpo@avk-seg.com.

Under certain conditions you may have the right to require us to:

- Provide you with further details on the use we make of your personal data;
- Confirm whether we process personal data about you and (where this is the case) provide you with access to the personal data we hold about you;
- Update any inaccuracies in the personal data we hold about you;
- Delete any of your personal data that we no longer have a lawful ground to use;
- Where processing is based on consent, stop that processing by withdrawing your consent (which you may do at any time);
- Object to any processing based on our legitimate interests or recognised legitimate interests unless our reasons for undertaking that processing outweigh any prejudice to your data protection rights;
- Restrict how we use your personal data whilst a complaint is being investigated; and/or
- Transfer your personal data to you or to a third party in a standardised machine-readable format.

In certain circumstances, we may need to restrict your rights to safeguard the public interest (for example, the prevention or detection of crime) and our interests (for example, the maintenance of legal privilege).

To exercise any of your rights, please email us at using the email address set out in section 5.1. We will assess any request to exercise your rights on a case-by-case basis, and we may ask you for proof of identity or other information before we are able to comply with your request.
We also are obliged to keep your personal data accurate and up to date. Please help us to do this by advising us of any changes to your personal data.

Please also note that if you ask us not to process your personal data, we may need to keep some information in order to fulfil your request, for example, we will retain enough information about you to ensure that your preference not to receive direct marketing is respected in the future.

5.2. Your right to complain

If you are not satisfied with our use of your personal data or our response to any request by you to exercise your rights, or if you think that we have breached any relevant data protection laws, then you have the right to complain to the authority that supervises our processing of your personal data.

In relation to our UK operations, the UK data protection regulator, the Information Commissioner's Office (**ICO**), is the relevant data protection supervisory authority. Details of the ICO can be found at https://ico.org.uk.