



GDPR Privacy Policy

Last updated: 1/11/2025

Organisation: ANB Sensors Ltd

Registered Address: 6 Old Farm Business Centre, Church Rd, Toft, Cambridge. CB23 2RF. UK

Contact Email: kmcguinness@anbsensors.com / nlawrence@anbsensors.com

Data Protection Lead: Kay McGuinness / Nathan Lawrence

1. Introduction

ANB Sensors is committed to protecting and respecting your privacy. This Privacy Policy explains:

- What personal data we collect
- How and why we use it
- Your rights under the UK/EU GDPR
- How to contact us if you have questions

We only process personal data when we have a lawful basis to do so and only for as long as necessary.

2. What Personal Data We Collect

We may collect the following categories of personal data:

2.1 Information you provide directly

- Name, job title, and organisation
- Email address, phone number, postal address
- Account registration information
- Customer support enquiries
- Event or webinar registrations
- Billing information (if applicable)

2.2 Information collected automatically

- IP address
- Browser type, device type
- Website usage data (cookies, analytics)

2.3 Information related to our products/services

- Technical information related to device or sensor deployment
- Usage logs if you voluntarily share them for support

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- Feedback and survey responses

We do *not* intentionally collect sensitive personal data unless explicitly required and with consent.

3. How We Use Your Personal Data

We process personal data for the following purposes:

- Providing and managing our products and services
- Managing customer relationships and technical support
- Sending service updates, product information, or important notices
- Running events, webinars, and training sessions
- Managing billing and contracts
- Improving our website and services
- Complying with legal or regulatory obligations

We do not sell your personal data.

4. Legal Basis for Processing

We process personal data under these lawful bases:

- **Contract** – to provide products or services you have purchased
- **Consent** – when you subscribe to newsletters or marketing communications
- **Legitimate Interests** – improving services, securing systems, running events
- **Legal Obligation** – financial record keeping, regulatory compliance

5. Sharing Your Personal Data

We may share data with:

- Providers who support our operations (e.g., CRM, analytics, cloud storage)
- Logistics providers (for shipping equipment or documentation)
- Professional advisers (e.g., legal, financial)
- Regulators or authorities when legally required

All third parties are required to process your data securely and only for the specified purpose.

We do **not** sell or rent personal data to third parties.

6. International Data Transfers

If personal data is transferred outside the UK/EU, we ensure it is protected by:

- Adequacy decisions, or
- Standard Contractual Clauses, or

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- Equivalent safeguards required under GDPR

7. Data Retention

We only retain your personal data for as long as necessary for the purpose it was collected, including:

- Customer and support data: typically **6 years**
- Marketing data: until you withdraw consent or after **24 months** of inactivity
- Financial/transactional data: **7 years** (legal requirement)

When no longer needed, data is securely deleted or anonymised.

8. Your GDPR Rights

You have the right to:

- **Access** the personal data we hold about you
- **Correct** inaccurate or incomplete data
- **Erase** your data (“right to be forgotten”)
- **Restrict** processing of your data
- **Object** to processing based on legitimate interests
- **Data portability** – request your data in a usable format
- **Withdraw consent** whenever processing relies on consent

To exercise your rights, contact us at: kmcguinness@anbsensors.com

9. Cookies and Website Tracking

We use cookies to:

- Improve website functionality
- Analyse website usage
- Personalise content

You can control cookie settings via your browser or our cookie banner.

10. Data Security

We take appropriate technical and organisational measures to protect your data, including:

- Encrypted storage and transmission
- Access controls and authentication
- Staff training
- Regular security reviews and audits



11. Children's Data

Our services are not intended for individuals under 16. We do not knowingly collect data from children.

12. Changes to This Policy

We may update this Privacy Policy periodically. The latest version will always be posted on our website.

13. Contact Us

If you have questions or concerns, please contact:

Data Protection Lead: Kay McGuinness

Email: kmcguinness@anbsensors.com

If you are not satisfied with our response, you can lodge a complaint with:

- **UK:** Information Commissioner's Office (ICO)
- **EU:** Your local Data Protection Authority