

Privacy Policy for Pulse Power and Measurement Ltd.

This document details the privacy policy for Pulse Power and Measurement Ltd (PPM) and its business divisions: Vialite Communications, PPM Power, PPM Test and PPM Systems. We use personal data for many reasons such as understanding how visitors engage with our company and keeping customers informed of product updates, support agreements and end-of-life notifications. We are committed to safeguarding the privacy of our website visitors; we fully endorse and adhere to the principles of the General Data Protection Regulation (GDPR). In this policy we explain how we will treat your personal information.

Third party sites

Our websites contain links to third party websites such as those belonging to manufacturers of the products we supply. If you follow a link to another website, please refer to the privacy policy for that website.

Website data

PPM does not store any personal data of visitors to our website. We log anonymous session data such as visit duration, pages visited, browser version and visitor location. This information is used to understand the performance of our websites and in the compilation of statistical information to improve our marketing activities. Personal information will only be collected if you have registered a legitimate interest in our products and services, for example by contacting us via a chat window, contact form or sending us an email. In such cases how we use and protect personal data is detailed below.

Use of your personal data

We use personal data for a number of purposes, including:

- Internal administrative purposes - such as our accounting and records
- To make you aware of any changes to our services such as product end-of-life notifications.
- To send marketing communications
- To improve our marketing – our email platform use cookies to check if you have opened a marketing email or clicked on a link
- Analysing the performance of our websites and to understand how visitors use them.
- To respond to your queries

You can stop marketing emails by clicking on the “unsubscribe” link included in the emails or by sending an email to sales@ppm.co.uk.

Sharing of your personal data

We will not share your personal data with anyone else for their own business purposes unless we have your permission to do this except:

- When seeking to provide you with a product or service such as with your local PPM sales agent.
- With companies that provide us with related services such as printing and distributing our brochures.

- If required to do so to meet a legal obligation.

Cookies and similar technology

When you visit our websites we may collect personal data from you automatically using cookies or similar technology. A cookie is a small file that can be placed on your device that allows us to recognise and remember you.

Changes to this policy

Changes to this privacy policy we will posted in updates to this document. However, we may also choose to email registered users with details of any significant changes to our policy. If required by law, we will seek permission for any additional uses of your personal data not covered in this policy.

Change Log

May 2018: published to in compliance with the General Data Protection Regulation.

Website Owner Details

This website is owned and operated by Pulse Power and Measurement Limited, Registration Number 2963819, Registered Address 65 Shrivenham Hundred Business Park, Watchfield, Swindon, Wiltshire, SN6 8TY, UK.