

GDPR Privacy Notice

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Responsibility: Beth Parnell, Data Protection Officer

For the purpose of General Data Protection Regulation (GDPR), the Data Controller is Root Solutions Ltd, company number 2720949, whose registered address is at Church Farm Barn, 15 High Street, Longstanton, Cambridgeshire, CB24 3BP. Root Solutions Ltd is registered with the UK Information Commissioner's Office – Registration Number ZA045650.

Root Solutions Ltd is committed to protecting the privacy and security of your personal data. As a Data Controller, we are responsible for deciding how we hold and use personal data. We are also required under data protection legislation to notify you of how and why we do this.

Data protection principles

We will comply with data protection law, which states that the personal data we hold about you will be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. Relevant to the purposes we have told you about and limited only to those purposes.
4. Accurate and kept up to date.
5. Kept only as long as necessary for the purposes we have told you about.
6. Kept securely.

The following pages outline our Data Protection policy in detail:

The information we hold about you

Root Solutions Ltd collect and process personal data in order to conduct business with our customers such as – your full name, email address, telephone number and job title. We may also collect information relating to your organisation such as – company name, registered address and trading addresses, the type of industry you operate within and financial / credit information.

Other information we may collect about you

When you visit our website, we may collect information including your IP address, domain name, operating system and browser type, certain hardware or device information and other technical information. This is information about browsing actions and patterns and the use of certain software products and apps, and does not identify any individual except where user settings are configured by the user to provide personal data or where we have expressly agreed that in the course of registering for or accessing a service that your personal data will be collected.

Website Cookies

Our Website uses cookies which are small text files that are transferred by a website to your browser directory. They help the website identify your browser/device. They perform different tasks on a website, and certain aspects of the website will not function correctly without them. To find out more about cookies visit www.allaboutcookies.org

The cookies used on our website are:

Google Analytics: This gathers information about users, how they found and navigated the site as well as facts about which browsers they have used. The data gathered by this cookie is anonymous and is used to enhance the usability of the website. Further information is available from:

<http://www.google.com/intl/None/policies/privacy>

Session cookies: Session cookies are used to remember you when you log in and also for the shopping cart. Disabling these cookies will stop this functionality working. Further information about session cookies is available from:

<http://www.allaboutcookies.org/cookies/session-cookies-used-for.html>

How is your personal information collected?

We will collect and process information relating to you, based on information you provide when you:

- Fill in a contact form on our website
- Request to download information from our website
- Sign up to a free trial / licence evaluation software
- Respond to a survey or fill out a form
- Place an order with us for any of our services
- Subscribe to our blog
- Contact or correspond with us.
- Login to our online Support portal to log and track calls etc.
- Provide Information in the course of your application for employment or engagement
- Otherwise opt-in to receive communications from us

What do we use your information for?

The information we collect from you may be used in the following ways:

- To process transactions
If purchasing by credit card your data is used for the express purpose of delivering the purchased product and will not be shared or transferred to any other company for any reason whatsoever.
- To personalise your service
By getting the right information to you only.
- To improve our website
We strive to improve our website using customer feedback and usage patterns.
- To improve Customer Service
By making sure you are kept up to date with product changes and enhancements and provide relevant contact points for technical support.
- To tell you about customer events
We strive to keep our customers up to date with occasional customer events and webinars.
- To send periodic emails
Your email address may be used to send you information related to orders, technical support, company news, training schedules or product information.

Only employees who need to perform a specific job (for example: order processing, invoicing) are granted access to personal data.

You may unsubscribe or opt-out from receiving emails at any time by changing your preferences here or following the unsubscribe link in any communications.

<https://www.root-solutions.co.uk/unsubscribe/>

Blogs and Forums

We provide users with the ability to post information in blogs and forums and to share information in a public space on the website. Please note that anything you share will be publicly available to users and other visitors to the website. You should therefore be cautious in disclosing any personal information. You will be responsible for any personal or other information that you choose to disclose and Root Solutions Ltd shall have no responsibility for this.

Change of purpose

Root Solutions Ltd will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. For example, if you submit a product enquiry we will store your personal data under the lawful basis of legitimate interest; if you subsequently make a purchase that basis changes to become a contractual purpose.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

How do we protect your information?

Root Solutions Ltd will take all reasonable steps to ensure that your information is treated securely and in accordance with this Privacy policy. Information you provide to Root Solutions Ltd is stored in our secure and password protected Customer Relationship Management system. This will generally be B2B relevant data, i.e. company name and information, but may include the following personal data – name, job title, email address and phone number. This data will be shared with other Root Solutions systems when necessary for contractual purposes, i.e. order processing, invoicing and technical support.

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and third parties who have a strict business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Data sharing

Root Solutions Ltd will not sell, trade or transfer your personally identifiable information. There are some exceptions under which we may share your information with third parties–

- In order to provide any services requested by you which may involve us sharing your information with the vendors for whom we are Authorised partners (PTC, Luxion). You can view their own Data Protection policies by following the links listed below.
- With any actual or prospective seller or buyer of our business and/or any assets. Information held by us about our customers and any users will be one of the transferred assets.
- In order to comply with any legal obligation or as otherwise permitted by law.
- In the conduct or defence of legal claims or in order to enforce our agreements.
- For debt collection purposes
- For security purposes or to protect our rights or those of a third party
- For the purposes of the prevention or detection of offences, and/or the apprehension or prosecution of offenders, we may share any information that we collect with the police, other public or private sector agencies, governmental or representative bodies in accordance with the relevant legislation. This will include public authorities, insurance companies, finance companies and/ or other agencies.

Third Parties

Software licences provided by Root Solutions Ltd are delivered on behalf of the vendors for whom we are authorised resellers. Their Privacy policies can be found here:

1. PTC (Creo, Windchill, MathCAD, ThingWorx etc.)
<https://www.ptc.com/en/documents/policies/privacy>
2. LUXION (Keyshot)
<https://www.keyshot.com/privacy/>

Some pages of our website include external links to 3rd party websites. We have no control over and are not responsible for these websites or the use of your information by 3rd parties. You should check the privacy policies of any third party websites to ensure that you are satisfied regarding their privacy practices prior to sharing any personal information.

Third parties will only process your personal data under our instructions and where they have agreed to treat the information confidentially and keep it secure.

Data Breach

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

Data retention

Root Solutions Ltd will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Rights of access, correction, erasure, and restriction

You have a number of rights in relation to your personal data. You have the right to:

- Request information regarding the personal data that we hold about you and the source of that information. You can request a copy of any personal data we hold about you. This service is usually free of charge, although we have the right to charge a 'reasonable' fee in some circumstances.
- Request that we rectify any inaccuracies in relation to the personal data we hold.
- In some circumstances, request the erasure of your personal data or object to the processing of your data.
- Object to any direct marketing.
- In some circumstances, request that your personal data can be transferred to you or a new provider if the data is processed automatically.
- Withdraw consent to us processing your personal data. This will not affect the processing already carried out with your consent.
- Lodge a complaint with the Information Commissioner's Office.

Any enquiries regarding the above rights should be addressed to the Data Protection Officer and either emailed to data-protection@root-solutions.co.uk or sent by post to Church Farm Barn, 15 High Street, Longstanton, Cambs, CB24 3BP

Right to withdraw consent

In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact the Data Protection Officer. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

Data Protection Officer

We have a designated Data Protection Officer (DPO) who will oversee compliance with this Privacy Notice. If you have any questions about this Privacy Notice or how we handle your personal information, please contact the DPO. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

Changes to this Privacy Notice

Root Solutions Ltd reserve the right to update this Privacy Notice at any time and we will publish a new Privacy Notice when we make any substantial updates. If you have any questions about this Privacy Notice, please contact:

Beth Parnell

Data Protection Officer

Root Solutions Ltd

Email: data-protection@root-solutions.co.uk

Post: Church Farm Barn, 15 High Street, Longstanton, Cambs, CB24 3BP