

<b>Policy Name:</b>	Website Notice
<b>Version Number:</b>	1.0
<b>Classification:</b>	Unrestricted
<b>Owner:</b>	Sarah Henderson
<b>Date of Approval:</b>	December 2025
<b>Date Next Review:</b>	December 2027
<b>Companies applicable:</b>	ZX Lidars



# 1. Consent Statement

We use cookies on this website to analyse website performance. By using this website you are consenting to the use of cookie technology. For more information on our use of cookies see the above section.

# 2. Preface

We are committed to protecting the privacy of everybody that visits our website. This privacy notice is our way of being transparent to you about how we use your personal data when you visit our website and demonstrate our fair processing practices.

# 3. Categories of Personal Data We Process

The amount of personal data we collect on our website is limited. We have an enquiry form which allows ZephIR staff to answer any questions visitors to our site have. The information that we capture on our web enquiry form is:

- ▲ Name
- ▲ Email
- ▲ Phone
- ▲ Message
- ▲ IP Address
- ▲ Time the enquiry was made

We also have a form that gives users the ability to request orders on the website. The information that this form captures is:

- ▲ Unique customer number
- ▲ Name
- ▲ Email
- ▲ Phone number
- ▲ Details about your order including product and any comments
- ▲ IP Address
- ▲ Time the enquiry was made

We do not make extensive use of cookies but do use Google Analytics to optimise our websites. The personal data we collect through Google Analytics is:

- ▲ Internet Protocol (IP) Address
- ▲ Location
- ▲ Browsing activity

You are not required to provide this information to us before you can use our website. When you visit our website we inform you of our use of cookies. By clicking the 'Ok' button on our cookie banner, you are providing an affirmative action to consent to our use of this technology. You can always withdraw your consent or 'opt-out' out of the use of cookies by changing the cookie settings in your browser to stop the collection and use of cookie technology.



## 4. Opting-out

Each internet browser has different settings to block cookie placements. Please review your internet browser's method for blocking cookie placements.

You can opt-out of Google Analytics by installing the opt-out extension for your internet browser which you can find by following this link: <https://tools.google.com/dlpage/gaoptout>

To find out more information on computer cookie technology visit this webpage: <https://www.whatarecookies.com/>

## 5. Receiving Data Through Third-Parties

We receive data about our website usage through Google Analytics.

Purposes of processing your personal data legal basis

We always process the personal data we collect on our website with a legal basis. The legal basis we use to process data we collect on our website is your consent. We capture consent through your clicking of the 'Ok' button on our cookie banner.

Purpose	Legal Basis
Analysing geographic location of visitors	Consent
Determining popular web pages	
Reviewing web visitor demographic	
Analysing website performance	
Tracking user journeys on the website	
Collecting information from enquiries and responding to enquiries	Legitimate Interests
In rare circumstances it may be necessary to transfer customer or prospective customer personal data outside the European Economic Area (EEA) to a member of our re-seller network for one of the purposes listed in the table above. Again, we will obtain your written consent before doing this.	
Sending out email newsletters from information captured through enquiries. You can opt-out of this at anytime using the unsubscribe link in the email	

## 6. Recipients of your information

We will never sell personal data to a third party.



## 7. Retention of your personal data

We retain information captured in Google Analytics for 25 months

## 8. Your Rights

We are always happy to fulfil any one of your rights. Your rights with respect to the personal data that we process on you are:

- ▲ Right to information on how your data is processed
- ▲ Right of access to the personal data we hold on you
- ▲ Right to rectify any inaccurate data we process on you
- ▲ Right to object to us processing your personal data
- ▲ Right to erasure of your data
- ▲ Right to data portability
- ▲ Right to lodge a complaint with a data protection regulator
- ▲ Right not to be subject to automated decision making

You can invoke any of your rights at any time using the contact details listed in this notice. Please be aware that we can ask for identification documents to confirm we are disclosing information to the correct person. If you elect a representative to invoke these rights on your behalf we will request that the representative can demonstrate they have the authority to act on your behalf and their identity.

We do not conduct any automated decision making or profiling when you visit our website.

## 9. Data Controller

Zephir Limited is the data controller for all personal data collected and processed when selling a ZephIR product or service. We collect and process data for a number of purposes outlined in this notice. If you have a specific query relating to how we process your personal data, you can contact our us on:

Email: [dataprotection@zephirlidar.com](mailto:dataprotection@zephirlidar.com)

Phone: (+44) (0) 1531 651 000

Address: Zephir Limited, Willow End, Blackmore Park Rd, Malvern, WR13 6BD

### **ZX Lidars**

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Company No. SC317594 | VAT Number GB 243692648 | ZX Lidars is the trading name of Zephir Ltd