

Sustainable Engineering/Viridis customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

Contact details

Post

Fruitworks , 77 Stour Street, CANTERBURY, Kent, CT1 2NR, GB

Telephone

01227 656115

Email

info@sustainable.engineering

What information we collect, use, and why

We collect or use the following information to **provide services** :

- Names and contact details
- Purchase or account history
- Website user information (including user journeys and cookie tracking)

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Account information, including registration details

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Information relating to sponsorship
- Records of consent, where appropriate

Lawful bases

Our lawful bases for collecting or using personal information to **provide services** are:

- Consent

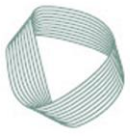
- Contract

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Consent
- Contract
- Legal obligation

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent
- Contract
- Legal obligation
- Legitimate interest:
 - Why do you want to process the data – what are you trying to achieve? To support reskilling, upskilling and new skilling the design engineering community in the face of sustainability legislation and the Government’s legally binding 2050 Net Zero goals. Who benefits from the processing? In what way? Recipients of the email benefit from sharing their company’s successes in sustainable design and manufacturing. They also benefit from learning about the successes of other engineering businesses. The offer to the recipient is free, so mailing costs will be covered by a ‘sustainability related’ sponsorship, so the sponsor would benefit from brand awareness. Are there any wider public benefits to the processing? News reports consistently emphasis the growing harm of climate change across the world. Manufacturing industry is a major contributor to climate change and the purpose of these mailings is to help the global engineering design and manufacturing community work together to mitigate the impact of their activities on the wider public. How important are those benefits? If scientific reports of issues such as global warming, microplastics, harmful waste etc are to be believed, failure to provide engineers with the information required to drive change is an opportunity lost on a planetary scale and over future generations. What would the impact be if you couldn’t go ahead? Regarding sustainability, the most valuable commodity is time. For the government to meet its 2050 Net Zero goal, manufacturing industry must move as swiftly as possible to innovate solutions. We are the custodians of knowledge which can help speed this transition but only if shared as swiftly and widely as possible. No going ahead will cost the recipient, their employer and the plant time they don’t have. Would your use of the data be unethical or unlawful in any way? I don’t believe using the data would be unethical. Quite the contrary, it would be unethical to not share the knowledge we have by using the data this way. Does this processing actually



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help to further that interest? This processing furthers the interest of sustainable product design and manufacturing. Is it a reasonable way to go about it? In a business-to-business environments, where knowledge is an essential and valuable asset, we believe the recipient would consider freely sharing knowledge this way would be a reasonable thing to do. Is there another less intrusive way to achieve the same result? No. Traditional mailings are unsustainable due to paper and print, while closed messaging is throttled by platform gatekeepers. What is the nature of your relationship with the individual? There are many different types of relationships with the individuals, from people we had conversations with at trade shows to people who have sent us press releases. A separate document lists all the relationships we have encountered. Is any of the data particularly sensitive or private? Nothing about the data is sensitive or private. Would people expect you to use their data in this way? Yes, people in our industry who we have encountered would expect to be contacted in relation to this subject. We have conducted over 1,000 interviews with engineering companies and no one has ever asked us to refrain from contacting them. Are you happy to explain it to them? Yes. I'm happy to explain this via a summary in the email footer and by linking this document. Are some people likely to object or find it intrusive? We don't believe the message would be considered intrusive in a business-to-business engineering environment. What is the possible impact on the individual? The most positive impact is the individual discovers knowledge that progresses their career and the prospects of their employer. The most negative impact would be the time wasted by reading, unsubscribing and deleting the message. How big an impact might it have on them? In the scenario of the most positive impact it would be career transforming Are you processing children's data? No. Are any of the individuals vulnerable in any other way? No. Can you adopt any safeguards to minimise the impact? Carefully written, undramatic subject lines, highlighted legitimate interest summary and well signposted opt-out. If the message is being sent to multiple people it can be drip-fed and stopped if people find it intrusive and complain. Can you offer an opt-out? Yes.

Where we get personal information from

- People directly
- Publicly available sources
- Third parties:
- B2B Contact Database

How long we keep information

We retain personal data for as long as necessary for example, for the functioning of accounts and attribution of entries and articles to their original sources and authors.

Who we share information with

Data processors

ANS Data Centre United Kingdom

This data processor does the following activities for us: Stores Data

Others we share personal information with

- Publicly on our website, social media or other marketing and information media (where appropriate)

Sharing information outside the UK

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place. Please contact us for more information.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal data.

Your right to rectification - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal data in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

25 June 2024