

Privacy Policy for Supreme Coatings

Version	Date	Review	Changes Made	Approved By	Position
1.0	17 April 2025	17 April 2026	New Policy	Chris Every	Director

At Supreme Coatings, we are committed to protecting your privacy and handling your personal data with transparency and integrity. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website or engage with our services.

1. Who We Are

Supreme Coatings is a UK-based company specialising in high-quality coating solutions.

2. What Data We Collect

We may collect and process the following categories of personal data:

- **Identity Data:** Name, company name (if applicable)
 - **Contact Data:** Email address, phone number, postal address
 - **Technical Data:** IP address, browser type, device information
 - **Usage Data:** Pages visited, time on site, interactions
 - **Marketing and Communication Data:** Preferences in receiving marketing from us
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3. How We Collect Your Data

We collect data in the following ways:

- When you contact us via forms, phone, or email
 - When you sign up for newsletters or request a quote
 - Through cookies and analytics tools (e.g., Google Analytics)
 - Automatically through server logs when you access the website
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4. How We Use Your Data

We use your data to:

- Respond to your inquiries or service requests
- Provide, improve, and maintain our services
- Send you relevant updates, if you've opted in
- Analyse website performance and user behaviour

- Meet legal obligations and enforce our terms
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5. Legal Basis for Processing

Under the UK GDPR, we rely on the following legal grounds to process your data:

- **Consent:** Where you've given us permission
 - **Contract:** When processing is necessary to fulfil a contract with you
 - **Legal Obligation:** For compliance with legal requirements
 - **Legitimate Interests:** For business purposes such as service improvement and marketing (where your rights do not override these interests)
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6. Sharing Your Data

We do **not** sell your data. We may share your information with:

- Trusted service providers (e.g., hosting companies, analytics platforms)
- Legal or regulatory authorities if required
- Third parties in the event of a business transfer or merger

All third parties are required to respect the security of your data and treat it in accordance with the law.

7. Data Retention

We retain personal data only for as long as necessary:

- To fulfil the purposes we collected it for
- To comply with legal, accounting, or reporting requirements

After this period, data will be securely deleted or anonymised.

8. Your Rights

You have the following rights under the UK GDPR:

- Right to access your data
- Right to correct inaccurate data
- Right to request deletion (right to be forgotten)
- Right to object to processing or withdraw consent
- Right to data portability
- Right to complain to the **Information Commissioner's Office (ICO)**

To exercise any of these rights, contact us at: info@supremecoatings.co.uk

9. Security

We implement appropriate technical and organisational measures to protect your data from unauthorised access, alteration, or loss.

10. Cookies

We use cookies to enhance user experience and analyse website traffic. You can set your browser to refuse cookies or alert you when cookies are being sent.

11. Third-Party Links

Our website may include links to external sites. We are not responsible for their privacy policies or practices. Please review their policies before submitting personal data.

12. Updates to This Policy

This policy is effective from 17 April 2025 and remains in force until further notice. It will be reviewed annually or following any significant legal, operational, or ethical updates.

Approved by: Chris Every – Managing Director

Date: 17/04/2025

Contact Information:

For any questions or concerns regarding this Code of Conduct, please contact:

Supreme Coatings Ltd

Email: info@supremecoatings.co.uk

Phone: 07745290063

Address: Unit 19, Lubards Business Park, Rayleigh, Essex, SS6 9QG