

Samuel, Son & Co., Limited

PRIVACY STATEMENT

At Samuel, Son & Co., Ltd., we understand that you are concerned about the protection of any information we may gather in the course of doing business. We are committed to the protection of your privacy. We keep your information and the business you do with us in strict confidence and have created this Privacy Statement to describe how we collect and use personal information which we may obtain from you.

1. Collection and Use of Your Personal Information

If you are a customer of Samuel using **Samuel Tool Line CONNECTED**, you may provide us with certain information. We use the information we obtain about you as a customer to enable us to provide you with the products and services which you require. We may also use the information to contact you to provide you with offers or information about other products or services of ours which we believe may be of interest to you. We will not, however, make this information available to third parties.

For use of **Samuel Tool Line CONNECTED**, we do not collect any personal information. If you use our website, you may provide us with personal information when you fill out the order form to request information about our company or its products and services. You also provide us with personal information when you communicate with us by e-mail or in any other way. When you fill in the order form on our website or communicate with us in any other way, we may retain the content of your message and our response to you, as well as contact information about you, such as your email address, and certain demographic information, such as your postal code or zip code. We use this information to respond to your request and to better understand the needs of customers and potential customers.

2. Collection and Use of Information through Cookies

In addition to information which you provide to us directly, we may also collect information about your use of our website through technological means such as cookies. **Samuel Tool Line CONNECTED** does not set any Cookies. Our website may collect information using Cookies. Cookies are files that are deposited to your computer's hard-drive and are stored in your Internet browser. You may program your browser to notify you when you are about to receive cookies or to reject cookies altogether. Cookies assist us in gathering the information you submit to us when you fill out any forms on our website. They also enable us to determine what pages of our website you viewed while visiting our site and to identify you once you return to our site. We use cookies to help us monitor the effectiveness of our website, to deliver content that we believe may be of interest to you, and to simplify the gathering of information through our order form. We also use your Internet Protocol ("IP") address to help diagnose problems with our server, to administer our website and to gather broad demographic information.

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3. Disclosure to Third Parties

Your personal information will only be used by Samuel. We do not share, trade or sell your personal information to any third party. We will only disclose your personal information as required by law.

4. Your Consent

When dealing with Samuel, you have control over how your information is obtained and used. Except in instances specified by law, we need to obtain your express or implied consent before obtaining or using information about you. You may withdraw such consent at any time, unless legal requirements prevent this. Please let us know if you do not want us to use information about you in a particular way, including the ways described in this Privacy Statement, by contacting us at webmaster@samuel.com.

5. Information Quality

We want to ensure that the information we have about you is as accurate, up-to-date and complete as possible. If you believe that the information which we maintain about you is not as accurate, up-to-date or complete as it should be, we encourage you to contact us to let us know how we can amend your information.

6. Information Security

We maintain physical, technical and organizational safeguards to protect the confidentiality of personal information about our customers and about consumers who are not our current customers against (i) unauthorized access, disclosure, copying, use and modification; (ii) accidental loss, alteration, or destruction; and (iii) theft.

7. Employee Education

We provide training to our employees about their responsibilities under this Privacy Statement and under other policies and procedures pertaining to your personal information and expect our employees to fulfil their obligations with respect to the protection of your personal information.

8. Access to Your Personal Information

You may ask us about the personal information which we collect about you and you may request access to such information. We will try to answer your questions and/or provide you with access to your personal information, subject to certain considerations specified by law.

9. Changes to our Privacy Statement

If we update or make changes to this Privacy Statement, we will post the revised statement to the Samuel.com website. We encourage you to check the Privacy Statement periodically and to contact us if you have any questions.

10. Contact Us

Although we have tried to answer many of the questions which we expect you might have about how we collect and use your personal information in this Privacy Statement, we understand that you may sometimes have additional questions and that you may wish to contact us directly. If you have a question or concern about this Privacy Statement or about our treatment of your personal information, you are welcome to contact our Director, Business Information Development by email at corporate@samuel.com.

11. Other Sites

Please note that, while our website contains links to other sites or apps, Samuel is not responsible for the content or privacy practices of these other websites. If you provide personal information about yourself while using these other sites, the collection, use and disclosure of this information will be governed by the privacy policy of such websites.

**FOR MORE INFORMATION REGARDING OUR
PRIVACY POLICY,
CONTACT US TODAY.
[CONTACT US](#)**