



Last Updated: August 2022

Maintaining the security of your data is a priority at FuelDefend Global Ltd, and we are committed to respecting your privacy rights. We pledge to handle your data fairly and legally at all times. This privacy statement explains how we do this.

This Privacy Policy applies to information that FuelDefend Global Ltd, and any parents, subsidiaries and affiliate entities worldwide (individually and collectively referred to herein as “FuelDefend Global Ltd”, “we,” “us” or “our”) collects about you on or via fueldefend.com (or any subdomain), or one of our other websites applications or other services from which you are accessing this Privacy Policy (each referred to herein as a “Site,” and collectively, the “Sites”). This Privacy Policy describes how we collect such information, how we use it and to whom and under what circumstances we may disclose it.,

HOW WE COLLECT INFORMATION

Information You Provide to Us

We (or our service providers) may collect personal information (including name, address, telephone number, email and other information you choose to provide us with) when you:

- purchase products from us;
- create an account with us, or otherwise sign up for a service or feature;
- participate in a survey, poll, sweepstakes, contest or other promotion;
- communicate with us via third-party social media sites;
- submit a rating or review; or contact us, or otherwise communicate with us or provide information to us.

In some cases, you may provide information to us about someone else, such as when you request that we deliver an e-commerce order to that person or when you share website content. In these type of cases, you agree that you have the authority to provide us with such information.

Automatically Collected Site Usage Data

We may automatically collect certain information from or about you in connection with your visit to the website or the device you are using to access the website. Servers may automatically gather site usage information (for example your IP address, information about your web browser, your device, your location, browsing and other such activities).

COOKIES AND SIMILAR TECHNOLOGIES

Like many companies, we (and our service providers) use cookies and other similar technologies to collect, store and track information about your Site usage. This information helps us to provide, operate, improve and personalise our Sites.



What are Cookies

Cookies are small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymised tracking data to third party applications like Google Analytics. As a rule, cookies will make your browsing experience better. By using our website, you agree that we may store and access cookies on your device in accordance with this Privacy Policy.

How we use Cookies

When you visit our website, it is likely we will create cookies which are stored on your device. For the duration of your 'session' on our website these cookies help us to continuously improve our site's content and functionality by analysing where, on which types of devices and how our site is used, how many visitors we receive, and where they click through to the site from. This gives us a better understanding of how our website is working. All data accrued cannot be used to identify personal information; merely gives us a general idea of how our website performs.

How to turn off Cookies

The most effective way to do this is to disable cookies in your browser. We suggest consulting the 'Help' section of your browser or taking a look at the 'About Cookies' website, which offers guidance for all modern browsers. It is your right to decline cookies, however, doing so may disable certain features within our website(s) and compromise your experience.

HOW YOUR INFORMATION IS USED

The information we collect may be used in a number of ways, including:

- improving your browsing and functional experience;
- to fulfil order and enquiries submitted by you or our suppliers;
- contacting you (via post, email and any other method you may have chosen) with relevant information to promote our products or services or educate our users on applicable changes therein;
- contacting you (if appropriate) in regards to a rating or review submitted;
- where appropriate, for market research;
- to better understand you to provide relevant, more tailored communications on our products and services;
- protecting the security, legality or integrity of our business; and otherwise, with your permission or as permitted by law.

Any information you provide about another person will be used to fulfil your requests and treat such information in accordance with this Privacy Policy. Please refrain from providing other persons information if you do not have consent to provide and use their data for this purpose. We analyse and use information collected by our website automatically, and through cookies, beacons and other technologies, potentially in combination with personal information, to assess the activities of our users and measure the effectiveness of our website and digital marketing materials. We do this on both an individual basis and as aggregated results.

With your consent to this Policy, we may combine the information we collect online from or about you with the information we collect offline from or about you. We will not store your personal data for any purpose for longer than is necessary to fulfil our service to you or as required by law.



WHO WE SHARE INFORMATION WITH

We may disclose information as follows, to the extent permitted by law:

- to our service partners who process information on our behalf (such as website hosting companies, analytics companies such as Google, distribution and fulfilment and other similar partners who facilitate the functionality and services required to deliver our services.
- as required by law, or to provide information as required by local law enforcement agencies, other local government authorities, or otherwise as required by law;
- when you post to a social media website, forum, review website or any other facility in the public domain any information you choose to post will be available to access on the internet, depending on your own personal account settings. We recommend that you do not make public any sensitive personal information such as your postal address, with your permission or as permitted by law;
- content and information that you submit on or through Facebook, Twitter, Pinterest, Instagram, Tumblr and other third-party platforms may appear on our website(s) via automated feeds, APIs and plug-ins. Please review the privacy policy of any such third-party platform, for whom we have no responsibility.

THIRD-PARTY WEBSITES

Our website may contain links to third-party sites. This privacy statement does not apply to those third-party sites.

We recommend that you read the privacy statements of any other sites that you visit as we cannot accept responsibility for the privacy practices of these sites, which may be different to ours.

YOUR PRIVACY OPTIONS

UNSUBSCRIBING FROM PROMOTIONAL CONTENT

If you would like to stop receiving promotional emails or other direct mail from us, please follow the unsubscribe instructions located in any email from us or contact us as below. Should you choose to opt out we reserve the right to contact you in relation to your account, transactions or other essential communications, as required by email or post.

ACCESS TO YOUR PERSONAL INFORMATION

Under the Data Protection Act 1998, you have the right to see the personal data we hold about you at any time. This is called a Subject Access Request. We reserve the right to request suitable evidence of your identity.

ERASURE OF PERSONAL INFORMATION

With the exception of general exclusions, where processing is necessary, such as exercising the right of freedom of expression and for compliance with legal obligations or claims, you have the right to request that all personal data be permanently removed from our databases without undue delay.

To access or delete your personal data, please contact us at sales@fueldefend.com. Please include the details of your request, your name and email and any other information required to process your requirement.



SECURITY

Technical and organisational security measures have been put in place to ensure any personal data in our control is suitably safeguarded. We have limited access to direct employees and authorised service providers who require such information to deliver our services and for the purposes outlined in this policy.

While we endeavour to protect our systems, it is impossible to guarantee that any information, during transmission or while stored on our systems, will be absolutely safe from intrusion by others, such as hackers.

CHILDREN'S PRIVACY

Our website is not directed at children under the age of thirteen (13). If we learn that a child has provided personal information through our website, we will remove that information from our systems. Users who are below the age of eighteen (18) should not use the Site without permission from their parent or legal guardian.

PHISHING / SPOOFING SCHEMES

If you receive a request to provide sensitive information via email or to a website or individual claiming to be us, that does not appear legitimate, please do not respond or disclose your information. Please immediately report any such communication to us at: sales@fueldefend.com

CHANGES TO THIS PRIVACY POLICY

We reserve the right to change, modify, and update this Privacy Notice at any time. In some circumstances we may instruct users of updates to our policy via a notification. Our latest Privacy Policy will be available on our website and we recommend that you revisit it on occasion to see the latest version.

CONTACT US

If you have any questions about how we collect, store and use personal data please contact us on sales@fueldefend.com, or in writing to:

Data Protection Officer
FuelDefend Global Ltd
Upper First Floor, Bishops House
Market Place
Chalfont St Peter
Buckinghamshire
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