

Alatar Logistics Group Ltd

Privacy Policy

Our contact details

Name: Information Officer

Address: 27 Old Gloucester Road, London, WC1N 3AX

Company Number 13982779

Phone Number: 0203 3760319

E-mail: privacy@alatargroup.co.uk

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details)
- (I) Business information, such as company name and your position in the company; and
- (I) Your inquiries, our responses and other related information, such as subject matter of the query, service type you are interested in, requirements for the service you wish to consult with us (including pick-up and delivery addresses and cargo specifications).

How we get the personal information and why we have it

- Alatar Logistics Group Ltd generally collects personal data directly from you (electronically, in writing, or verbal) in the course of our business relationship or by way of website-based inquiry forms. You also provide new or updated or corrected personal data to Alatar Logistics Group Ltd from time-to-time.

We also receive personal information indirectly, from the following sources in the following scenarios:

- We use technology to provide the Services and the System which automatically collect certain categories of information from you via the technology you use. Some of this information is personal data, and some of it is not. Where any unattributable information is combined with personal data, or where enough unattributable information is combined together to make it attributable, we consider such information personal data. We collect personal data by automated means, including, but not limited to:
- Computer and connection information, browser type and version, operating system and platform details and the time of accessing the website. This technology helps us to improve the Site and to deliver a better and more personalized service. It helps us:
- (I) To estimate our audience size and usage pattern.
- (ii) To store information about your preferences, and so allow us to customize our site according to your individual interests.
- (iii) To speed up your searches.
- (iv) To recognize you when you return to our site.

- Browsing information, such as your Internet protocol ("IP") address, how you were directed to the website, which specific pages you access on the website, how long you view each page, the time and date you access our website, features you use, preferences you set, and the general physical location of your computer or device.
- We also use "cookies" and other web or mobile technologies to collect information and support certain features of the System. Some cookies and similar technologies will maintain Personal Data. Some do not. We occasionally carry out market research and business development. A third party might help us to do this and they may send a cookie or web beacon.
- You may refuse to accept cookies by changing the settings on your browser. However if you change the settings to refuse cookies you may be unable to access certain parts of the site.
- The system may also use web beacons which are similar but not identical to cookies in the way they operate.

We may share this information with 3rd Parties.

We may share your personal data with our service providers who perform services on our behalf for the purposes described in Section 4 of this Privacy Policy. We share personal data with providers of hosting services and IT support. The service providers are bound by law and/or contract to protect the confidentiality and security of personal data, and to only use personal data to provide requested services to Alatar Logistics Group Ltd in accordance with applicable law.

We may share your personal data with other companies, vendors and business partners that perform certain functions for us, whereby these companies are themselves responsible to determine the purposes and/or means of the processing and for the lawfulness of the processing,

We will disclose personal data to buyers, lawyers or professional advisors, courts, tribunals, opposing or other related parties to the proceedings and to their professional advisors, where needed, to affect the sale or transfer of business assets, to defend or enforce our rights, protect our property, assets or safety of others. We will also disclose personal data when required to do so by law, such as in response to a subpoena, including to law enforcement agencies, tribunals and courts in countries where Alatar Logistics Group Ltd operates.

Legal Basis for Processing

Under the UK General Data Protection Regulation (UK GDPR), the legal basis we use for the processing of your Personal Data is usually our legitimate interest in operating out business, or as is necessary to enter into, or fulfil obligations under a contract we have with you or your employer.

Where we use consent as a legal basis for processing, we will ask for such consent prior to the processing. As such, if we do not ask for your consent, we are using another legally permissible basis for such processing.

In addition to the other uses mentioned or described elsewhere in this Privacy Policy, Alatar Logistics Group Ltd and our third-party service providers may use the information we collect for various purposes, including:

- (a) providing requested Services to you;
- (b) providing regulatory required communications;
- (c) opening, maintaining, and closing accounts;
- (d) processing payments;
- (e) marketing or promoting our services;
- (f) performing fulfilment functions;
- (g) engaging third party service providers to perform supply-chain management services;
- (h) conducting satisfaction and other surveys;
- (l) sending you information that you request from us, promotional materials regarding Alatar Logistics Group Ltd services and facilities, and any other communication for any other legitimate and lawful business purposes;
- (j) improving the System's content, materials, and services; and
- (k) more effectively and efficiently responding to both current and future customer (or potential customer) inquiries; and
- (l) analysing and improving the content, features, Software, Site, and Mobile Applications that we make available on the System.
- (m) To protect the integrity of our System, our Services, and our reputation.
- (n) To prosecute or defend legal claims.
- (o) To protect other users of our websites, and to ensure no unlawful or unethical activity occurs through our systems.

How we store your personal information

Your information is securely stored.

Alatar Logistics Group Ltd takes commercially reasonable measures to secure and protect information transmitted via or stored on the System. However, no data transmission over the internet can be guaranteed to be 100% secure. As a result, we cannot ensure or warrant the security of any information transmitted to the System. You agree to immediately notify us of any breach of the System's security, this Privacy Policy, or the Terms of Use of which you become aware.

9. How Long We Keep your Personal Data For

We keep the personal data that we obtain about you through this website for no longer than is reasonably necessary for the purpose(s) for which they were collected. In certain cases, personal data may be kept for an extended period of time in order to comply with legal obligations, or for the establishment, exercise or defence of a legal claim, in accordance with applicable laws.

If you have further questions regarding our retention of your personal data, you can contact us at privacy@alatargroup.co.uk.

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 information.

Your right to rectification - You have the right to ask us to rectify personal information 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 information in certain circumstances.

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

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

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

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

Data Controller 27 Old Gloucester Road, London, WC1N 3AX

Phone Number: 0203 3760319

E-mail: privacy@alatargroup.co.uk

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at privacy@alatargroup.co.uk

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>