

Stannah Privacy Policy

Last updated: February 2021

Introduction

This is the privacy statement for the Stannah Group of companies in the United States. When we refer to Stannah we mean:

- Stannah Stairlifts Inc
- ACME Home Elevator dba Stannah
- Stannah Interstate
- Stannah Holdings

Overseas Stannah companies operate according to privacy statements relevant to their local markets.

Contact details

Stannah Data Protection Team

20 Liberty Way
Franklin, MA 02038

Tel: 1-800-877-8247

Email: info@stannah.com

Information we hold

Stannah may hold the following details about you:

- Personal information such as your name and address and any information you may have given us when discussing your needs or submitted in writing which may include sensitive personal data
- The number that you telephoned us on
- Digital information, including your IP address and how you found us online
- Contact preferences
- Recordings of calls you have made to us
- Information pertaining to your contract
- Transaction records (but note no bank or card details are recorded or retained)
- Details of any sales or service visits we may have made to you and any calls or contact we may have with each other
- Technical information regarding your product and/or installation

Sensitive personal data

For some products it is helpful to collect and process information defined as 'sensitive', such as information about health conditions. This information may be used by our sales consultants to help them specify the product, by our installation teams, service teams or other teams to offer you the most appropriate product or service. We will always ask for your permission to store and process sensitive information and it will always be held securely.

Hoax requests

It is unfortunate but we often receive hoax requests for brochures. Mostly these are done in the spirit of jest but occasionally these are malicious. It is with regret that in all of these cases we cannot provide any information about who submitted the request, including photocopies of coupons, call recordings, IP addresses etc., except to police.

Lead generators

Where your data has been passed to us by a third party such as a mobility shop or other paid lead generator we will share sufficient information with them for accounting and administration purposes.

Third party data providers

We will ensure that any data that we purchase is from a reputable source, we are clear on how and when permissions were collected, that data has been screened against preference services and has been collected and maintained in compliance with data protection legislation.

Data retention

If you enquire with us we will hold your data for two years from the date we received your enquiry unless you ask us to remove your information beforehand or we have a legitimate business reason to hold it longer, such as contractual obligations we may have with you. If you ask us to remove your data we will then hold your information in a suppression file to match against any third party data we may buy in and you will not be marketed to or receive any information from us.

If you purchase a product or service from us we will still hold your data following the expiration of the warranty period for the purposes of any future retrofit, product or service liability claims.

Call recordings

We record some calls for training and monitoring purposes. Where calls are recorded, you will be notified prior to connection to an agent.

Our systems automatically record the telephone number that you dialed in from. We do not use this data for contact purposes other than we will use this data in the event you did not get through to us and we return your call to establish the nature of your enquiry.

Social media

We monitor social media feeds and may respond to relevant comments.

Use of your personal information

Responding to your enquiry

If you make a request for product or service information and provide us with your details we will use these to fulfil your request and periodically follow up your enquiry. This response and follow up process will be conducted under the grounds of legitimate interest. We will ask for your consent to contact you via email.

You can tell us to stop following up at any time.

Marketing

Your details may be used to send you marketing information relevant to your enquiry for a period of a maximum of five years following your initial contact.

We will ask for your specific consent for any additional marketing activity, for example if we wanted to send you something we thought you might be interested in but was unrelated to your original enquiry. We will maintain a record of when and how we obtained your consent. You can withdraw your consent at any time.

Managing your enquiry and purchase

We will use your personal information to help us manage your enquiry and any subsequent purchase.

Referral to third parties

In cases where we are unable to provide a product directly but we have a distributor who may be able to help you we will ask for your permission to pass over your data and we will maintain a record for administrative and accounting purposes.

Market research

We periodically undertake market research, either directly or via independent third parties to help us better understand our market and how we can improve our products and services. We may profile our data based on the information you provide and any data we may acquire externally to identify relevant groups to contact.

Customer satisfaction

It is incredibly helpful for us to understand how satisfied you are with your experience of Stannah. We may ask you to complete a Stannah customer satisfaction survey, either in print or online, which we will use to monitor our performance and any concerns our customers raise.

We may invite you to complete an online customer review via a third-party service. These organizations will process your data on our behalf and cannot use your data for their own purposes.

Occasionally, as part of our commitment to independent accreditation services, we may invite you to complete surveys that will be used by these third parties to monitor our performance against their criteria. We will not, however, share your data with these organizations.

Children

This website does not provide services or sell products to children under the age of 18. If you are under the age of 18 years old please do not enter any information into this site and do not use this site. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you are aware of any information we may have collected from a child under 18 years of age, please let us know so that we can delete that information.

Profiling and automated decision making

Based on the information that you provide to us and information we may obtain through third party services, we may profile your data e.g. customer type, location, demographics, product and service interest areas to enable us to tailor our sales and marketing communications to you. You have the right to object to profiling and automated decision making.

We may conduct credit checks where necessary for contractual purposes.

Cookies and web tracking

Our websites use a range of cookies and tracking pixels to help us ensure our websites provide information effectively. Please see the cookie statement below:

[Cookie Statement](#)

Your rights

Every individual has rights regarding the use of their data. These are:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights around automated individual decision making including profiling

Exercising your rights

If you do not wish to receive any marketing materials from Stannah or exercise any of your rights over your data you can email, telephone or write to us at the addresses below:

Stannah Data Protection Team

20 Liberty Way
Franklin, MA 02038

Tel: 1-800-877-8247

Email: info@stannah.com

Correcting your details

It is important that any data we hold is up-to-date and correct. You have the right to correct any incorrect data and can do so by writing to or emailing the Data Protection Team.

Making a request to see your data

If you wish to see a copy of the data that we hold on you, please write to Data Protection Team. Please include your customer number if possible and details of the information you require.

Processing information outside the US

Some of the third party tools and services that we use process our data on UK servers under the EU-US Privacy Shield Framework (<https://www.privacyshield.gov/welcome>). This guarantees that data is treated securely and in accordance with EU and US accepted principles.

Should there be other occasions where we need to process data outside of the US the EU-US Privacy Shield Framework for the purposes described in this document we shall

ensure that it is secure and done under contractual arrangements that offer same level of protection as in the US.

Sharing your details

Within Stannah

Information about you and the products you hold with us may be used across the Stannah Group in order for us to fulfil your enquiry and/or our contract with you and for:

- Understanding your requirements
- Making decisions about the suitability of product to be offered
- Legal and regulatory compliance
- Tracking debtors and collecting debts

With other organizations

We may share information with other organizations if the following applies:

- they provide products, services or research on behalf of Stannah, for example sub-contractors supplying electrical services. Our contract with them will not allow them to use your information for anything other than the fulfilment of our contract with you.
- they provide administrative, processing, development, analytical or other services to help us in our sales, marketing, digital, administration and product development activities.
- they provide market research services to help us improve our product, marketing and services.
- they prompt for reviews of our products and services
- we transfer rights or obligations of our contract with you
- we have asked and been given your consent
- we are required or permitted to do so by law or regulation

Where we share data with agents and sub-contractors we will ensure that is supported by a written contract and that your data is treated confidentially and securely, and in accordance with data protection legislation.

Stannah will not sell, share or give any data to external companies for the marketing purposes of those companies.

Security of your data

All our data is held on secure servers or secure private cloud storage. We take data security very seriously and use a range of tools, protocols and services to ensure data is protected.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personally identifiable information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the website or other service.

Complaints about how we have used your data

If you have a complaint about how we have used your data please contact the

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