



## PRIVACY POLICY

# Privacy Policy

This policy explains what personal information Sheld collects when you use [www.sheld-uk.com](http://www.sheld-uk.com), how we use it, who we share it with, and the rights you have over it.

Sheld is committed to protecting your privacy. Any information by which you can be identified, provided when you use our website, is only used in accordance with this policy and with UK data protection law — the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

We may change this policy from time to time and will update this page to show those changes. We advise you to check back periodically to make sure you are happy with them. This version is effective from August 2026.

## Who we are

Sheld is a trading name of Rex Bousfield Ltd, whose registered office is 26 Brunel Road, Corby, Northamptonshire, NN17 4JW. Our company registration number is 00331922. For the purposes of UK data protection law, we are the "data controller" for the personal information described in this policy.

Where this policy refers to "Sheld", "we", "us" or "our", it means that company and the Sheld brands operating under it, including Sheld Energy, Sheld Systems, Sheld Rail, Sheld Industrial and Sheld Core. "You" means the visitor to or user of our website.

## What we collect

We may collect and hold the following information:

- Your name and job title
- Contact details, including email address, telephone number and company name
- The organisation you work for and the sector or project you are enquiring about
- Details of enquiries you make — project specifications, drawings, site information and requirements you choose to share with us
- Sample, datasheet and technical literature request history
- Your contact history with us — what you have said to us by email, telephone, our website forms or social media
- Delivery and site addresses where we are sending samples, literature or product
- Demographic information such as postcode, preferences and interests
- Marketing preferences and consents, including whether you have subscribed to or unsubscribed from our updates
- Technical and usage information collected when you browse the site — the pages you visit, device type, browser, IP address, referral source and, where you choose to share it, location data



- Any information relevant to customer surveys, product updates or offers you respond to

## How we collect it

We collect information in three ways:

- Directly from you — when you complete an enquiry, sample or literature request form, download a datasheet or specification, subscribe to updates, respond to a survey, or contact us by email, telephone or social media.
- Automatically — through cookies and similar technologies as you browse the site. This is explained in full in our Cookie Policy.
- From third parties — occasionally from publicly available sources such as company websites and professional networks, or from our advertising and analytics providers, where this helps us respond to a business enquiry.

## Why we use your information, and our lawful basis

We record and analyse information to provide you with a better service and to understand your needs. Under UK GDPR we must have a lawful basis for each use. Ours are set out below.

| What we use it for                                                                                                                                  | Lawful basis                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| Responding to your enquiry, quoting, and sending samples, datasheets or technical literature                                                        | Contract, or legitimate interests in responding to a business enquiry       |
| Internal record keeping and administration of our customer and enquiry records                                                                      | Legitimate interests in running our business properly                       |
| Contacting you by email or telephone about a sample or specification request — to confirm we sent the right material, or to help you place an order | Contract, or legitimate interests                                           |
| Improving our products, services and website, including analysing how the site is used                                                              | Legitimate interests in developing our business                             |
| Sending marketing emails, newsletters and product updates                                                                                           | Consent, or legitimate interests where you are an existing business contact |
| Market research and customer surveys                                                                                                                | Legitimate interests in understanding our market                            |
| Online advertising and audience measurement                                                                                                         | Consent, given through our cookie banner                                    |
| Fraud prevention and detection, protecting our customers and Sheld                                                                                  | Legitimate interests and legal obligation                                   |
| Meeting our legal, accounting, tax and product-compliance obligations                                                                               | Legal obligation                                                            |



## Marketing

If you have given us consent, or you are an existing business contact, we may periodically send emails about new products, technical developments, case studies, special offers or other information we think you will find useful, using the email address you have provided.

You can opt out at any time — use the unsubscribe link in any marketing email, email us at [info@sheld-uk.com](mailto:info@sheld-uk.com), or write to us at the address at the end of this policy. We will action your request promptly. Opting out of marketing will not stop us contacting you about an enquiry, quote or order you have with us.

## Who we share it with

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

We do share information with organisations that help us run our business, and only with what they need:

- Couriers and postal services — your name, delivery address and, for tracked deliveries, your telephone number, so samples and literature reach you
- IT, hosting, CRM and email providers who operate our systems on our behalf
- Manufacturing, fabrication and supply-chain partners within our group, where they are involved in fulfilling your enquiry or order
- Analytics and advertising providers, as described in our Cookie Policy
- Professional advisers — accountants, insurers and lawyers — where necessary
- Regulators, law enforcement or other authorities where we are legally required to disclose information

All of our suppliers are required to keep your information secure and to use it only for the purposes we have instructed.

## International transfers

We aim to keep your information within the UK and the European Economic Area. Where a supplier we use stores or processes data outside those areas, we make sure an appropriate safeguard recognised under UK data protection law is in place — such as UK adequacy regulations or the International Data Transfer Agreement — so your information receives equivalent protection.

## How long we keep it

We retain your information for as long as is needed to provide our services to you, and afterwards only for as long as is necessary for support-related reporting, trend analysis, and to meet our legal and accounting obligations. Enquiry and marketing records are reviewed periodically and information that is no longer needed is securely deleted.

## Security

We are committed to ensuring your information is protected and to preventing unauthorised access or disclosure. We have put in place suitable electronic, managerial and physical



procedures to secure and safeguard the information we collect online, and we keep those measures under review.

## Your rights

Under UK data protection law you have the right to:

- Be told how we use your personal information — which is the purpose of this policy
- Request a copy of the personal information we hold about you (a subject access request)
- Have inaccurate or incomplete information corrected
- Ask us to erase your personal information where there is no good reason for us to continue holding it
- Object to us using your information for direct marketing, or where we rely on legitimate interests
- Ask us to restrict how we use your information while a query about it is resolved
- Ask us to transfer your information to you or another provider in a portable format
- Withdraw your consent at any time, where we rely on consent

## How to exercise your rights

Email us at [info@sheld-uk.com](mailto:info@sheld-uk.com) or write to Sheld, 26 Brunel Road, Corby, Northamptonshire, NN17 4JW. We will respond within one month. There is normally no charge. If you believe any information we hold about you is incorrect or incomplete, please tell us as soon as possible and anything found to be incorrect will be promptly amended.

## Complaints

If you are unhappy with how we have handled your personal information, please contact us first so we can put it right. You also have the right to complain to the Information Commissioner's Office, the UK regulator for data protection, at [www.ico.org.uk](http://www.ico.org.uk) or on 0303 123 1113.

## Cookies

A cookie is a small file placed on your device that helps analyse web traffic and lets a website respond to you as an individual, remembering your preferences. We use cookies to identify which pages are visited and interacted with; analysing this data helps us understand which pages our visitors find useful and improve the site accordingly. This information is used for statistical analysis and a cookie does not give us access to your device or provide any information about you other than the data you choose to share.

Most browsers accept cookies automatically, but you can set yours to decline them. Please note that declining cookies may mean you cannot take full advantage of the Sheld website. Full detail, including the categories of cookie we use, is set out in our Cookie Policy.

## Links to other websites

Our website may contain links to other sites of interest, such as our manufacturing partners and material suppliers. We have no control over those sites and cannot be responsible for



the privacy and protection of any information you provide while visiting them. We recommend you exercise caution and read the privacy statement of any website you visit.

## Online advertising

Occasionally we advertise online, showing Sheld banners and adverts to you on other websites and apps. This is achieved using a variety of advertising technologies and digital marketing systems, as well as services offered by particular sites and social networks. The adverts you see may be based on information we hold about you, your previous use of the Sheld website, or Sheld advertising you have clicked on before. These technologies are only used where you have accepted advertising cookies.

## Contact us

Any question about this policy, or about the information we hold on you, should be sent to:

Sheld — Data Protection

Sheld, 26 Brunel Road, Corby, Northamptonshire, NN17 4JW

E: [info@sheld-uk.com](mailto:info@sheld-uk.com) T: +44 (0) 1883 717033

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