

Privacy Policy

Axair Group

Our privacy policy is our way of sharing with our stakeholders, both internal and external, that we care about their information, it's storage, why and how it's handled, and if required, how you can access the information we hold about you. The Axair Group takes a proactive approach to user privacy and ensures the necessary steps are taken to protect the privacy of its users throughout their experience with the company.

Who is this privacy notice for?

This privacy notice is to clearly communicate and inform our users of all data collection activities of companies within the Axair Group, namely Axair Fans, Axair Limited and Axair Refrigeration, and governs the activities of their respective websites www.axair-fans.co.uk, www.axair-refrigeration.co.uk and www.axaironline.co.uk. The notice sets out different areas where user privacy is concerned and outlines the obligations and requirements of all stakeholders during interactions with the Axair group of companies.

Safe & Secure Websites

All Axair websites are created for the benefit of our stakeholders and comply with UK National laws and the requirements for user privacy including digital privacy and GDPR. Secure SSL certificates are installed on all sites to ensure safe transmission to servers in an encrypted format. Personal data is not stored in content management systems, recapture keys and security ID's are in place to prevent spam from the site, and website chat functions are encrypted.

The Use of Cookies

Even with the demise of third-party cookies in late 2024, the Axair Group have never used third party cookies in any user activity. Axair continues to utilise and favour privacy first, first-party cookies that are used to better the user experience while visiting the website, rather than intrusive third-party cookies from other sites.

For stakeholders who have seen Axair advertising media, we favour an interest-based advertising approach which uses privacy first, first-party gathered cookies that are based on interests, affinity, and demographics, as opposed to personally identifiable data to ensure your privacy is protected.

The company does make use of Google advertising platforms and other paid media, and as a result behaviour is tracked to tailor our website to offer a better experience to those who have engaged with this media. This type of tracking data is capped at 120 days and is not personally identifiable. Stakeholders can check the cookies used by Axair sites, and may see ad.doubleclick.net – a Google enterprise that monitors conversions from Google advertising platforms. This is used to track the effectiveness of campaigns and does not gather personal data.



User behaviour tracking software, Google Analytics is installed on all website to monitor how users navigate around the websites. On consent, a cookie tracking device monitors users' engagement around the website, but will not save, store or collect personal information. You can read Google privacy policy for more information including their privacy sandbox new for 2024.

Contact & Communication

Users contacting any website and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Data Protection Act 1998. In line with GDPR, any contact with the company or companies, will require the user to give explicit consent to allow the use of their data in data processing and marketing communications by the Axair Group.

Personal data will not be shared with third parties unless requested by the individual in line with GDPR legislation. Every effort has been made to ensure a safe and secure form to email submissions through our websites, through the use of secure SSL certificates, Recapture security ID's and anti-spam processes, however given the nature of digital security and the evolving concepts of data protection, users are advised to use these forms at their own risk.

Under legitimate interests, personally identifiable data will be stored and processed to ensure your enquiry is dealt with effectively. Data will be entered onto a Microsoft CRM system to ensure the efficient and correct handling of your request. Please refer to our GDPR policy for full guidance on subject access requests and how personally identifiable data is used.

This website and its owners may use any information submitted to provide you with further information about the products or services we offer or to assist you in answering any questions or queries you may have submitted. This includes using your details for marketing communications and relevant email newsletter programs the website operates that are relevant in line with your buying activities.

The Axair Group is registered with the Information Commissioners Office (ICO), the UK's independent body set up to uphold information rights. The ICO's register of data controllers' details how we process personal data and is available online.

The Axair Group use a cloud-based telephone system where calls are recorded for training and monitoring purposes, this is clearly listed on our enquiry forms. On site, visual and audio CCTV is used 24/7. Clear signage is distributed to make all stakeholders aware.

Emails

This website operates an email newsletter program, used to inform subscribers about products and services supplied by this website. Users can subscribe through an online automated process should they wish to do so but do so at their own discretion.

Subscriptions are taken in compliance with UK Spam Laws detailed in the Privacy and Electronic Communications Regulations 2003. All personal details relating to subscriptions are held securely and in accordance with the Data Protection Act 1998. No personal details are passed on to third parties nor shared with companies / people outside of the company that operates this website. Under the Data Protection Act 1998 and GDPR 2018 you may request a copy of personal information held about you by this website's email newsletter program. A small fee will be payable. If you would like a copy of the information held on you please write to the business address at the bottom of this policy.



Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is by no far a comprehensive list]. This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated un-subscription system is unavailable clear instructions on how to un-subscribe will be detailed instead.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy URLs. Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine URLs are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

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