

Privacy Policy for www.trans-rak.com

At Trans-Rak International, we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal data when you visit our website or interact with us electronically.

Please read this policy carefully and review it periodically, as we may update it from time to time.

1. Information We Collect

We may collect and process the following types of personal data:

1. **Usage Data:** Details of your visits to our website and the resources you access, including traffic data, location data, weblogs, and other communication data.
2. **Provided Information:** Information you provide by completing forms on our website, such as registering for updates, making inquiries, or placing orders.
3. **Communications:** Information you provide when contacting us by email or other channels.

2. Legal Basis for Processing Personal Data

Under GDPR, we only process personal data where there is a lawful basis. This may include:

- **Consent:** Where you have given clear consent for us to process your personal data.
- **Contractual necessity:** Where processing is necessary to fulfil a contract with you.
- **Legal obligation:** Where processing is necessary to comply with the law.
- **Legitimate interests:** Where processing is necessary for our legitimate interests, provided your rights and freedoms are not overridden.

3. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience and improve our website.

Types of Cookies

1. **Strictly Necessary Cookies:** Required for the operation of our website.
2. **Performance Cookies:** Collect anonymous information about website usage to help improve performance.

3. **Functional Cookies:** Enable website functionality, such as remembering your preferences.
4. **Advertising/Targeting Cookies:** Used by us or third parties to deliver relevant advertisements.

Consent and Management

- On your first visit, you will be prompted to provide consent for non-essential cookies.
- You can change or withdraw your consent at any time by adjusting your browser settings or using our cookie management tool.
- Declining cookies may limit some website functionality.
- Third-party cookies are subject to the privacy policies of those third parties, over which we have no control.

4. Use of Your Information

We use your personal data to:

- Provide and manage our products and services.
- Communicate information you have requested.
- Send marketing information about products or services we believe may interest you, where you have consented.
- Improve our website and services.
- Comply with legal obligations and protect against fraud.

We will only send marketing communications to new customers with explicit consent and provide an easy way to withdraw consent at any time.

5. Data Sharing and Transfers

We may share your data with:

- **Group Companies:** Our subsidiaries or holding company where necessary.
- **Third Parties:** For operational purposes, fraud prevention, or legal obligations.
- **Business Transfers:** If we sell our business or assets, your data may be transferred to the new owner.

We may transfer personal data outside the European Economic Area (EEA). Where we do, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the European Commission.

6. Data Storage and Security

- Your personal data is stored securely on our servers.
- Transactions are encrypted to protect your financial information.
- Transmission via the internet is not completely secure; you provide data at your own risk.
- Passwords must be kept confidential.

7. Your Rights under GDPR

You have the following rights regarding your personal data:

1. Access: Request a copy of the data we hold about you.
2. Rectification: Correct any inaccuracies in your data.
3. Erasure: Request that we delete your personal data, where applicable.
4. Restriction of Processing: Limit how we process your data.
5. Data Portability: Receive your data in a structured, machine-readable format.
6. Objection: Object to processing for direct marketing or legitimate interests.
7. Withdraw Consent: Withdraw consent for processing at any time.

To exercise any of these rights, contact us at mail@trans-rak.com.

8. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their privacy practices. Please review their privacy policies separately.

9. Changes to This Policy

We may update this Privacy Policy periodically. Any changes will be published on this page with an updated date.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your data, please contact us:

Email: mail@trans-rak.com