

## Privacy Policy

IMS (“IMS”, “we”, “us”, “our”, or the “Company”) are committed to protecting the privacy of individuals who visit the Company’s Web site and those who use our services. We will do this in line with the principles of the General Data Protection Regulation (GDPR). We collect and process data about your company when you interact with us and our products and when you purchase goods and services from us. The personal data we process includes:

- Company Name;
- Company Registration Number;
- Company Address/es;
- Company Contact Name, Job Title, Email, Phone Number;
- Company payment and delivery details, including billing and delivery addresses and credit card details, where you make purchases from us;
- Information related to the device you use to access our website;
- and/or any other information you provide

IMS process the personal data listed above for the following purposes:

- In order to establish and fulfil a contract with you, for example, if you make a purchase from us or enter into an agreement to provide or receive services. This may include verifying your identity, taking payments, communicating with you, providing customer services and arranging the delivery or other provision of products or services. We require this information in order to enter into a contract with you and are unable to do so without it;
- to comply with applicable law and regulation;
- in accordance with our legitimate interests in protecting IMS's legitimate business interests and legal rights, including but not limited to, use in connection with legal claims, compliance, regulatory and investigative purposes (including disclosure of such information in connection with legal process or litigation);
- with your express consent to respond to any comments or complaints we may receive from you, and/or in accordance with our legitimate interests including to investigate any complaints received from you or from others, about our website or our products or services;
- we may use information you provide to personalise our communications to you; our website; and products or services for you, in accordance with our legitimate interests;
- to monitor use of our websites and online services. We may use your information to help us check, improve and protect our products, content, services and websites, both online and offline, in accordance with our legitimate interests;
- if you provide a credit or debit card, we may also use third parties (such as POS payment providers) to check the validity of the sort code, account number and card number you submit in order to prevent fraud, in accordance with our legitimate interests and those of third parties;
- we may monitor any customer account to prevent, investigate and/or report fraud, terrorism, misrepresentation, security incidents or crime, in accordance with applicable law and our legitimate interests;
- we may use your information to invite you to take part in market research or surveys and;
- may also send you direct marketing in relation to relevant products and services. Electronic direct marketing will only be sent where you have given your consent to

receive it, or (where this is allowed) you have been given an opportunity to opt-out. You will continue to be able to opt-out of electronic direct marketing at any time by following the instructions in the relevant communication.

We may share your personal data with the below third parties:

- our professional advisors such as our auditors and external legal and financial advisors;
- our suppliers, business partners and sub-contractors; and/or
- search engine and web analytics.

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if needed for the legal protection of our legitimate interests in compliance with applicable laws. Personal data may also be shared with third party service providers who will process it on behalf of IMS for the purposes above. Such third parties include, but are not limited to, providers of website hosting, maintenance, call centre operation and identity checking.

In the event that our business or any part of it is sold or integrated with another business, your details will be disclosed to our advisers and those of any prospective purchaser and will be passed to the new owners of the business.

We will not keep your personal information for any purpose for longer than is necessary and will only retain the personal information that is necessary in relation to the purpose. We are also required to retain certain information as required by law or for as long as is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions.

Where you are a customer, we will keep your information for the length of any contractual relationship you have with us and after that for a period of 7 years in line with our financial records retentions.

Where you are a prospective customer and you have expressly consented to us contacting you, we will only retain your data while you interact with us or for 12 months from when you last interacted with us.

In the case of any contact you may have with our team for customer services issues, we will retain those details for as long as is necessary to resolve your query and for our standard retention period, depending on the query and the data provided, after the query is closed.

We will retain your data for a short time beyond the specified retention period, to allow for information to be reviewed and any deletion to take place. In some instances, laws may require IMS to hold certain information for specific periods other than those listed above.

You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by informing the staff members with whom you are in contact, checking certain boxes on the forms we use to collect your data, or by contacting our marketing staff directly.

Where you have consented to us using your personal data, you can withdraw that consent at any time.

If the information we hold about you is inaccurate or incomplete, you can notify us and ask us to correct or supplement it.

You also have the right, with some exceptions and qualifications, to ask us to provide a copy of any personal data we hold about you.

If you have a complaint about how we have handled your personal data, you may be able to ask us to restrict how we use your personal data while your complaint is resolved. In some circumstances you can ask us to erase your personal data (a) by withdrawing your consent for us to use it; (b) if it is no longer necessary for us to use your personal data; (c) if you object to the use of your personal data and we don't have a good reason to continue to use it; or (d) if we haven't handled your personal data in accordance with our obligations.