

## 1 PURPOSE

This policy outlines AFD's privacy policy with regards to how AFD will process, store, and dispose of personal data during its day-to-day business operations, as well as outlining the rights accorded to the persons to which this data relates.

## 2 SCOPE

The Privacy Policy includes, but is not limited to clients, website users, and business partners. The policy applies to all personal data we collect through our website, digital platforms, and other communication channels, as well as in connection with our products and services.

## 3 DEFINITIONS

AFD – AFD Systems

IP – Intellectual Property

## 4 HOW DO WE COLLECT INFORMATION FROM YOU?

### 4.1 Information Collected When Using the AFD Website

4.1.1 We obtain information about you when you visit our website.

4.1.2 This information includes your IP address and information regarding what pages are accessed and when.

4.1.3 On our website, we use Google Analytics to analyse the use of our website and to help us create a more useful, and easy to use site.

4.1.4 Google Analytics is a web analytics service provided by Google; you can find out more information by visiting the Google Analytics web page.

4.1.5 You may refuse the use of cookies by selecting the appropriate settings on your browser.

4.1.6 By using your browser controls, you are always in control of the cookies we store and access on your computer.

4.1.7 More information on how to control cookies and limit personal data processing can be found at [www.youronlinechoices.com/uk/five-top-tips](http://www.youronlinechoices.com/uk/five-top-tips).

### 4.2 Information Collected When Using Website Forms

4.2.1 We acquire personal information about you when you submit a contact form enquiring about our products and/or services, or when submitting a job application form via the AFD website.

4.2.2 This information is stored securely either on our WordPress database and/or our IT network to ensure that your product/service enquiry or job application is processed efficiently.

4.2.3 Information held is only accessible by AFD personnel responsible for processing said data, and on a need-to-know basis.

### 4.3 Information Collected During Day-to-Day Business Activities

- 4.3.1 We acquire personal and company information/data during our day-to-day business activities.
- 4.3.2 The information we collect is in relation to marketing, sales, and purchasing activities via conversations, emails, websites, social media, business cards and brochures.
- 4.3.3 This information is stored securely within our cyber-essentials-compliant/ISO27001 certified IT network to ensure the confidentiality, integrity, and availability of client and supplier data.
- 4.3.4 We will not use this data for direct marketing purposes unless explicit consent has been granted.
- 4.3.5 Information held is only accessible by AFD personnel responsible for processing of said data, and on a need-to-know basis.

## 5 HOW LONG DO WE HOLD YOUR DATA?

- 5.1 The duration period in which your personal details will be held depends on the following scenarios:
  - Personal data submitted via the website as part of a job application will be retained for no longer than 6 months following acceptance of the role by the successful candidate.
  - For a product/service enquiry made through the website, data will be held no longer than 5 years, unless you become a customer of AFD, and then your personal details will be held in accordance with our legitimate interest and will be held for the length of time you continue to be a customer of AFD, so that we can manage our relationship with you and provide you with the best possible levels of customer service.
  - Data received through our website analytic application (i.e., Google Analytics) will be held for no longer than 3 years.
  - Data collected during the sales process or at an industry event will be held no longer than 5 years from our most recent exchange, unless you become a customer of AFD and then your personal details will be held in accordance with our legitimate interest and will be held for the length of time you continue to be a customer of AFD, so that we can manage our relationship with you and provide you with the best possible levels of customer service.

## 6 YOU HAVE THE FOLLOWING RIGHTS

- The right to be informed
- The right to rectification
- The right to access
- The right to object
- The right to erase or be forgotten
- The right to restrict processing
- The right to data portability

## 7 ADDITIONAL RIGHTS

7.1 You also have the right to ask the following:

- Whether your personal data is shared with any third parties, and if so, for what purpose.
- Whether any data is transferred outside the UK and, if applicable, what safeguards are in place to ensure its protection.
- The identity of the Data Controller responsible for your data.

**Note:** AFD Systems does not sell or share personal data with third parties for marketing purposes. Any third-party access (such as cloud-based systems or IT support providers) is strictly controlled and limited to service provision under contractual agreements that comply with UK GDPR.

## 8 IF YOU HAVE ANY CONCERNS

8.1 If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance by emailing [yourdata@afd-systems.com](mailto:yourdata@afd-systems.com) or directly to the Information Commissioners Office.

**REVISION HISTORY**

<b>Issue + Revision</b>	<b>Approved by</b>	<b>Function</b>	<b>Date</b>
Issue 1 Initial Issue	J. Hartley	CEO	07 SEP 2020

<b>Issue + Revision</b>	<b>Update Description</b>	<b>Approved by</b>	<b>Function</b>	<b>Date</b>
Issue 1 Rev 1	Formatting updated with AFD logo	J. Hartley	CEO	OCT 2021
Issue 1 Rev 2	Address updated from Unit 2 to Unit 11	J. Hartley	CEO	FEB 2022
Issue 1 Rev 3	Updated with new logo, revised formatting to fall in line with rest of QMS documents, changed wording on scope of AFD's services.	J. Hartley	CEO	FEB 2023
Issue 1 Rev 4	Changed to IMS006, images updated, and internal references changed to reference the correct document numbers in line with conversion from QMS and IMS.	J. Hartley	CEO	AUG 2023
Issue 1 Rev 5	Transferred to new document format.	G. Sellick	Additive Manufacturing Manager	OCT 2024
Issue 1 Rev 6	Updated applicant data retention period. Minor formatting.	G. Sellick	Additive Manufacturing Manager	MAY 2025
Issue 1 Rev 7	Logo updated and Airframe Designs changed to AFD Systems (AFD)	J. Hartley 	CEO	JAN 2026