

Privacy Notice (EEA)

This Privacy Notice applies to Setra Systems, LLC and its corporate subsidiaries and affiliated companies (collectively, "Setra", "we," "us," "our") processing of personal data governed by the General Data Protection Regulation (EU) 2016/679 and the respective implementing acts of European Economic Area Member States (GDPR).

If you're in the United States, please see our Privacy Notice (US) for more information on how we handle your personal information.

Please read this Notice carefully because it provides important information and explains your rights. If you have any questions or concerns, or wish to exercise your privacy rights, we invite you to contact us by any of the methods listed at the bottom of this Notice. This Privacy Notice does not apply to personal data collected or used in the Human Resources context.

Last Updated: December 20, 2024

Who are we?

We are Setra Systems, LLC of 159 Swanson Road, Boxborough, Massachusetts, 01719, USA, privacy@setra.com, +1 (800) 257-3872, and its corporate subsidiaries and affiliated companies. We provide premium sensing products and services to customers under our Setra, Gems Sensors & Controls, Dolan-Jenner Industries, West, CAL, Partlow, and PMA brands.

We use your information as further explained in this Privacy Notice. We do so jointly with:

TGA Industries Ltd d/b/a West Control Solutions of Unit 5, Hyde Business Park, Brighton, BN2 4JU, United Kingdom, privacy@setra.com, +44 (0)1273 606271

PMA Prozess und Maschinen-Automation GmbH of Miramstrasse, 87-D-34123, Kassel, Germany, privacy@setra.com, +49 (0)561 505 1612

We'll be the "controller[s]" of the information you provide to us.

Our website links to other websites, which will have their own privacy notices and terms.

What does this Privacy Notice cover?

We at Setra take your personal data seriously. This policy:

- sets out the types of personal data that we collect about you;
- explains how and why we collect and use your personal data;
- explains how long we keep your personal data for;
- explains when, why and with who we will share your personal data;
- sets out the legal basis we have for using your personal data;
- explains the effect of refusing to provide the personal data requested;
- explains where we store your personal data and whether we transfer your data outside of the European Economic Area;
- explains the different rights and choices you have when it comes to your personal data; and
- explains how you can contact us.

What personal data do we collect about you?

We will collect certain personal information about you in the course of your relationship with us.

This information includes your name, date of birth, email address, contact details, and company name.

Where do we collect personal data about you from?

We may collect personal data about you from the following sources:

- Directly from you. This is information you provide to us.
- From an agent/third party acting on your behalf, e.g. from one of our recruitment agencies.
- Through publicly available sources, such as LinkedIn.
- Using CCTV cameras. We have cameras on our premises and your image and movements will be recorded while you are on our sites or premises.

How and why do we use your personal data?

We use your personal data for the following purposes:

- to contact you to discuss the products or services you receive from us (and any changes to them);
- to respond to any questions or concerns you have raised;
- to deal with administrative matters such as invoicing and renewal;
- to otherwise carry out our obligations arising under our contract with you and to enforce the same;
- to verify your identity.

We will not use your information for any other purposes unless we are required to do so by law.

How long do we keep your personal data?

How long we keep your information will depend on the purpose for which we use it.

We only keep your information for as long as is reasonably necessary for the purposes set out in this Privacy Notice and to fulfil our legal obligations. We have internal rules that set out how long we retain information.

Who do we share your personal data with?

Your personal data may be shared:

- with our parent company, Fortive Corporation or any successor parent, and our corporate affiliates and subsidiaries for internal reasons, primarily for business and operational purposes;
- with distributors, resellers, channel partners and others in connection with the sale and marketing of products and services offered by Setra or on behalf of Setra, with your prior permission or where otherwise permitted by applicable law;
- with other users at your direction or through functionality available in our products and services, including when you participate in the interactive areas of those products and services;
- with vendors, consultants, and other service providers who need access to such information to carry out work on our behalf;
- with third parties who need access to such information to perform a service that you requested;
- in response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation, including at the request of governmental authorities conducting an investigation;
- to detect and protect against fraud, or any technical or security vulnerabilities;

- to respond to an emergency;
- or if we believe your actions are inconsistent with the spirit or language of our user agreements or policies, or to protect our rights, property and safety and the rights, property and safety of others;
- where necessary in connection with, or during negotiations (and due diligence) of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company, subject to our taking such further steps as may be required by applicable law; and
- with your consent or at your direction, such as where you decide to share information through an external API.

What legal basis do we have for using your personal data?

We process your information:

- where you have given us consent to process your personal data for certain purposes, for instance to send you promotional communications related to our products and service.;
- to be able to provide you with products and services in line with our [Terms & Conditions](#).
- as this is necessary for the performance of the contract with you for the provision of our products and services or to take steps at your request prior to entering into such contract.
- to comply with our legal obligations, for example to keep records and accounts, or to carry out identity checks and other verifications prescribed by law.
- as this is necessary in pursuit of our legitimate interests in running, developing and growing our business and providing our products and services, including sending you communications related to our products and services and profiling related to how you have used and interacted with them. While there are some risks with this type of activity, on balance, we consider the risk to your rights of data protection is outweighed by the significant benefits in providing you with the products and services you ask us for where there is no relevant contract to cover the provision of these products and services, as well as in improving our products and services and our communications to you. We've also implemented protections for your rights by putting in place appropriate security measures to protect your personal data. You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on legitimate interests. More information on this right and on how to exercise it is set out below.

What happens if you do not provide us with the information we request or ask that we stop processing your information?

Where we need to collect personal data in order to enter into or perform a contract and you fail to provide that data when requested, we may not be able to enter into or perform that contract, but we will notify you if this is the case at the time.

When you use our products and services, you may be asked to provide certain information. Where you do not do so, and that product or service, or certain features of it, requires this information, the product or service or certain features of it will no longer function.

Do we make automated decisions concerning you?

No, we do not carry out automated decision making or automated profiling that will have legal or other similarly significant effects on you.

Do we use Cookies to collect personal data on you?

To provide better service to you on our websites, we and our service providers use cookies to collect your personal data when you browse. For information about our use of cookies and how to decline them or turn them off please read our [Cookie List](#).

What about marketing?

We would like to contact you from time to time about our new similar products and services and promotional offers, where we have your permission or are otherwise permitted by applicable law to do so.

You can unsubscribe or opt out from any further promotional communications from us at any time by clicking the "Unsubscribe" link in any of our communication or by contacting us using the contact details at the end of this Privacy Notice.

Where do we store your personal data? Do we transfer your personal data outside the EEA?

Your personal data will be stored on our secure servers at our offices and those of our service providers, which are located in the EEA or in the U.S. and other countries which may not have a level of data protection law equivalent to that of your country.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it as if it were staying in the EEA by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries or recipients operating under frameworks (such as the Privacy Shield in the U.S.) that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- We may also use specific contractual clauses approved by the European Commission which give personal data the same protection it has in Europe.

Please contact us if you want further information on the specific safeguards used by us when transferring your personal data out of the EEA.

How do we keep your personal data secure?

We ensure the security of your personal data by putting in place appropriate technical and organisational measures to protect it from accidental loss, theft, misuse, alteration and unauthorized access or disclosure, and unlawful or accidental destruction.

We also take steps to ensure all our subsidiaries, agents, affiliates and suppliers employ adequate levels of security.

What rights do you have in relation to the personal data we hold on you?

By law, you have a number of rights when it comes to your personal data. Further information and advice about your rights can be obtained from the data protection regulator in your country.

Rights	What does this mean?
1. The right to be informed	You have the right to be provided with clear, transparent and easily understandable information about how we use your information and your rights. This is why we're providing you with the information in this Privacy Notice.
2. The right of access	<p>You have the right to obtain access to your information (if we're processing it), and certain other information (similar to that provided in this Privacy Notice).</p> <p>This is so you're aware and can check that we're using your information in accordance with data protection law.</p>
3. The right to rectification	You are entitled to have your information corrected if it's inaccurate or incomplete.
4. The right to erasure	This is also known as 'the right to be forgotten' and, in simple terms, enables you to request the deletion or removal of your information where there's no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.
5. The right to restrict processing	You have rights to 'block' or suppress further use of your information. When processing is restricted, we can still store your information, but may not use it further. We keep lists of people who have asked for further use of their information to be 'blocked' to make sure the restriction is respected in future.
6. The right to data portability	You have rights to obtain and reuse your personal data for your own purposes across different services. For example, if you decide to switch to a new provider, this enables you to move, copy or transfer your information easily between our IT systems and theirs safely and securely, without affecting its usability.
7. The right to object to processing	You have the right to object to certain types of processing, including processing based on our legitimate interests and processing for direct marketing (i.e. if you no longer want to be contacted with potential opportunities).
8. The right to lodge a complaint	You have the right to lodge a complaint about the way we handle or process your personal data with your national data protection regulator.
9. The right to withdraw consent	If you have given your consent to anything we do with your personal data, you have the right to withdraw your consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your consent up to that point is unlawful). This includes your right to withdraw consent to us using your personal data for marketing purposes.

How can you make a request to exercise your rights?

To exercise any of the rights above, or to ask a question, contact us using the details set out at the end of this Privacy Notice.

How will we handle a request to exercise your rights?

We'll respond as soon as we can. Generally, this will be within one month from when we receive your request but, if the request is going to take longer to deal with, we'll come back to you and let you know.

We usually act on requests and provide information free of charge, but may charge a reasonable fee to cover our administrative costs of providing the information for:

- baseless or excessive/repeated requests, or
- further copies of the same information.

Alternatively, the law may allow us to refuse to act on the request.

How can you contact us?

If you have questions on the processing of your personal data or are unhappy with how we've handled your information, please contact us here: Setra Systems, LLC of 159 Swanson Road, Boxborough, Massachusetts, 01719, USA, privacy@setra.com, +1 (800) 257-3872.

If you would like to make a request to access, delete, or correct your personal data, you may call us toll free from within the United States at +1 (844) 981-1525 or submit a request online through the [Privacy Web Form](#).

If you're not satisfied with our response to any complaint or believe our processing of your information does not comply with data protection law, you can make a complaint to the data protection regulator in your country.