Privacy & Cookie Policy

Pyroguard UK Limited is committed to protecting your privacy and appreciates the interest you have shown in our website(s). Your privacy is important to us and we want you to understand our practices on gathering information from visits to our website(s) and on the uses we make of that information.

This privacy policy explains when and why we collect data about you when you visit our website(s): www.pyroguard.eu, www.techlibrary.pyroguard.eu, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

By sharing your personal information with us, and by continuing to use our website(s), you confirm that you have read and understood the terms of this privacy policy. We take responsibility for the personal information we collect about you, aiming to be as transparent as possible about the way we handle it and by giving you control over it.

Who we are?

Pyroguard UK Limited is a UK leading independent manufacturer of fire safety glass products, registered in England No. 3648124 at International House, Millfield Lane, Haydock, St. Helens, Merseyside WA11 9GA. Any reference to Pyroguard UK Limited covers all our divisions, including but not limited to Pyroguard France SARL and Pyroguard Netherlands B.V.

How do we collect personal information?

The information we collect from customers helps us to improve our services to you. We use the information to handle orders, deliver products and services, process payments, communicate with you about orders, products, services and promotional offers, update our records and generally maintain your accounts with us. We also use this information to improve our website(s), prevent or detect fraud or abuses of our website(s) and to enable third parties to carry out technical, logistical and other functions on our behalf.

The areas where we gather from our website(s) include:

- If you use our Contact Us enquiry forms on our website(s)
- If you download a copy of our Product Catalogues via our website
- If you request further technical information or support via our website form
- If you download datasheets or other technical information or materials from our website(s), we may use this activity for commercial follow-up purposes. This may include sharing relevant information internally with our sales and commercial teams, who may contact you to discuss your requirements, provide further information, or offer relevant products and services.
- If you use and submit an enquiry via our Project Questionnaire tool via our website form
- If you use and submit an enquiry via our Technical Support Hub tool via our website form
- If you request access to our TechLibrary portal
- If you register your interest in a CPD Seminar
- If you call the Sales and Technical Support helpline telephone number displayed on our website
- If you complete and submit our ‘Ready to get started?’ or ‘Need assistance?’ website forms
- If you call our main switchboard number
- If you enter into a business interaction with us

What type of information is collected from you?

The personal information we may collect includes:

1. Your name
2. Your company name and address
3. Your company telephone number
4. Your company email address
5. Information collected through the use of the Pyroguard UK Limited’s website (Google Analytics)

How is your information used?

Email communications

Pyroguard UK Limited may send you email communications relating to our products and services, including product information, technical updates, service information and company news.

Where required by applicable data protection and electronic marketing laws, we will obtain your consent before sending you marketing communications by email. Where you have provided consent, you may withdraw it at any time by clicking the unsubscribe link in our emails or by updating your communication preferences.

In certain circumstances, we may also send relevant marketing communications to existing customers or prospective customers who have expressed an interest in our products or services, where permitted by applicable law. Where we rely on an applicable exception to the consent requirement, such as the existing-customer soft opt-in, we will provide you with a clear opportunity to opt out when your contact details are collected and in each subsequent marketing communication.

You can unsubscribe from marketing emails or update your preferences at any time. Opting out of marketing communications will not affect essential service-related or transactional communications where these are necessary and appropriate.

We will process your personal data in accordance with applicable data protection legislation, including the UK GDPR and the Data Protection Act 2018

Direct mail communications Occasionally, we would like to use your details to keep in touch by post. Our postal communications are designed to tell you about our latest product releases, services available to our customers and technical updates so that you are kept fully informed of the latest product information and developments, and have exclusive access to our latest information and services. We use the information we have about you to tailor the content to try and ensure that the information is as relevant to you as possible.

You can tell us at any time that you do not wish to receive postal communications from us. However, this may mean that you don't hear about products and promotions or other work we do that may be of interest to you.

Online interaction We collect and handle information from all visitors to our website(s), whether you actively provide us with that information or merely browse our site(s). The information we collect includes the internet protocol (IP) address of the device you are using, the browser software you use, your operating system, the date and time of access, the internet address of the website from which you link through to our site and information on how you use our site.

We use the information to see how long it takes for our website to load, how it is used, the number of visitors to the different sections of our website, what information visitors look at the most and for commercial follow-up. We also collect and handle information about how you engage with our promotional campaigns and online advertising, outside of our own websites (for example, on Google, YouTube or on Social Media platforms. That information is predominantly collected through the use of cookies and similar technologies.

Social Media Pyroguard UK Limited is active on the following Social Media platforms – X (formerly Twitter) , Facebook, LinkedIn, YouTube and Instagram. We may gather information about you if you interact with our pages. Online and social media sites may have their own privacy policies explaining how they use and share your personal information. You should carefully review those privacy policies before you use these sites to make sure that you are happy with how your personal information is being collected and shared.

Cookies and similar technologies

This Cookie Policy explains what cookies are, how we use them, the types of cookies we use (i.e., the information we collect using cookies and how that information is used), and how to manage your cookie settings.

Cookies are small text files used to store small pieces of information. They are stored on your device when a website loads in your browser. These cookies help ensure that the website functions properly, enhance security, provide a better user experience, and analyse performance to identify what works and where improvements are needed.

How do we use cookies?

Like most online services, our website uses both first-party and third-party cookies for various purposes. First-party cookies are primarily necessary for the website to function properly and do not collect any personally identifiable data.

The third-party cookies used on our website primarily help us understand how the website performs, track how you interact with it, keep our services secure, deliver relevant advertisements, and enhance your overall user experience while improving the speed of your future interactions with our website.

Types of cookies we use

Necessary

Necessary cookies are required to enable the basic features of this site, such as providing secure log-in or adjusting your consent preferences. These cookies do not store any personally identifiable data.

Cookie	Duration	Description
wpEmojiSettingsSupports	session	WordPress sets this cookie when a user interacts with emojis on a WordPress site. It helps determine if the user's browser can display emojis properly.

Functional

Functional cookies help perform certain functionalities like sharing the content of the website on social media platforms, collecting feedback, and other third-party features.

Cookie	Duration	Description
wp-wpml_current_language	session	WordPress multilingual plugin sets this cookie to store the current language/language settings.
_dc_gtm_UA-*	1 minute	Google Analytics sets this cookie to load the Google Analytics script tag.
li_gc	6 months	Linkedin set this cookie for storing visitor's consent regarding using cookies for non-essential purposes.
lidc	1 day	LinkedIn sets the lidc cookie to facilitate data center selection.

Cookie	Duration	Description
gmw_autolocate	1 day	Description is currently not available.

Analytics

Analytical cookies are used to understand how visitors interact with the website. These cookies help provide information on metrics such as the number of visitors, bounce rate, traffic source, etc.

Cookie	Duration	Description
lpv64652	1 hour	Description is currently not available.
_gcl_au	3 months	Google Tag Manager sets the cookie to experiment advertisement efficiency of websites using their services.
_ga	1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
_gid	1 day	Google Analytics sets this cookie to store information on how visitors use a website while also creating an analytics report of the website's performance. Some of the collected data includes the number of visitors, their source, and the pages they visit anonymously.
_ga_*	1 year 1 month 4 days	Google Analytics sets this cookie to store and count page views.
pardot	past	The pardot cookie is set while the visitor is logged in as a Pardot user. The cookie indicates an active session and is not used for tracking.

Performance

Performance cookies are used to understand and analyse the key performance indexes of the website which helps in delivering a better user experience for the visitors.

Cookie	Duration	Description
_uetsid	1 day	Bing Ads sets this cookie to engage with a user that has previously visited the website.
_uetvid	1 year 24 days	Bing Ads sets this cookie to engage with a user that has previously visited the website.

Advertisement

Advertisement cookies are used to provide visitors with customised advertisements based on the pages you visited previously and to analyse the effectiveness of the ad campaigns.

Cookie	Duration	Description
bcookie	1 year	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognize browser IDs.
MUID	1 year 24 days	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.
visitor_id*	1 year 1 month 4 days	Pardot sets this cookie to store a unique user ID.
visitor_id*-hash	1 year 1 month 4 days	Pardot sets this cookie to store a unique user ID.

Manage cookie preferences

Consent Preferences

You can modify your cookie settings anytime by clicking the 'Consent Preferences' button above. This will allow you to revisit the cookie consent banner and update your preferences or withdraw your consent immediately.

Additionally, different browsers offer various methods to block and delete cookies used by websites. You can adjust your browser settings to block or delete cookies. Below are links to support documents on how to manage and delete cookies in major web browsers.

Chrome: https://support.google.com/accounts/answer/32050

Safari: https://support.apple.com/en-in/guide/safari/sfri11471/mac

Firefox: https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US

Microsoft Edge: https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09

If you are using a different web browser, please refer to its official support documentation.

Why do we use your data?

Pyroguard UK Limited use the personal information we collect to send you information for legitimate business reasons. This includes sending marketing information as well as completing any contractual requests. Without being able to share our products and services with you we are unable to offer the best service we can. At any time you are able to unsubscribe from our mailing lists or update your mailing preferences. Only basic contact information is stored and used for marketing purposes in order for us to know who we have sent information to. We may send you information by email or occasionally by post information on products, services and updates about Pyroguard.

We will retain your personal information only for as long as it is necessary and relevant for our marketing purposes. In addition, we may retain personal information from closed accounts to comply with laws, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, enforce our and take other actions permitted or required by applicable laws. After it is no longer necessary for us to retain your personal information, we will dispose of it in a secure manner according to our data retention and deletion policies. If you want to stop receiving marketing information you can do so any time by using the unsubscribe option on our emails or by contacting us directly on the details below.

Who has access to your information?

We never sell your personal information to anyone and only share it as outlined in this privacy policy or when you ask us to.

Trusted third parties who provide services on our behalf

We may pass your information to our trusted third party service providers, for the purposes of completing tasks such as accounting, group website analytics and email marketing services. However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have contracts in place that require them to keep your information secure and protected at all times. Please be reassured that we will not release your information to third parties beyond the Pyroguard UK group of companies for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

Non-sensitive details are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

How long do we keep your information?

Pyroguard UK Limited will only retain customers' personal information for as long as it needs it to carry out a purpose or meet a particular obligation.

Access to your personal information

You have the right to access any information we hold about you. Please email our Data Protection Lead: privacy@pyroguard.eu who will supply the information you require.

Children

Pyroguard UK's website and products are not directed at children. We do not knowingly collect any personal information from children. If you are a child, please do not attempt to become a registered user of our website or provide us with any personal information. If we learn that we have inadvertently obtained personal information from a child, we will delete that information as soon as possible. If you are aware of a child who has provided their personal information to us, please contact privacy@pyroguard.eu

How we protect your data?

We know how important it is to protect and manage your personal data. We use computer safeguards such as firewalls and data encryption, and we enforce physical access controls to our buildings and files to keep any data safe. We only authorise access to employees who need it to carry out their job responsibilities. In the unlikely event that we do suffer a security breach which compromises our protection of your personal information and we need to let you know about it, we will do so. However, whilst we take appropriate technical and organisational measures to safeguard your personal data, please note that we cannot guarantee the security of any personal data that you transfer over the internet to us.

Contact us

For any questions, comments or concerns, or if you would like to make a complaint about how we use the personal information we hold about you, please email our Privacy Team privacy@pyroguard.eu

If, after speaking to us, you are not satisfied with our response, you can contact the Information Commissioner's Office (https://ico.org.uk) who is responsible for handling complaints about the use of personal information.

Review of this Policy

We keep this Policy under regular review. This Policy was last updated **October 2026**.

Here you can download a copy of this policy in PDF format.

Any questions regarding this Policy and our privacy practices should be sent to;

Pyroguard UK Limited
International House
Millfield Lane
Haydock
St Helens
Merseyside
WA11 9GA

Telephone +44 (0) 1942 710 720
Email privacy@pyroguard.eu