



09 January 2026

Panorama Antennas Ltd Privacy Policy

Our contact details:

Name: Panorama Antennas Ltd
Address: 61 Frogmore, London, SW18 1HF UK
Phone Number: +44 20 88 77 44 44
Email: sales@panorama-antennas.com

DPO: Thomas Jesman, tjesman@panorama-antennas.com

The type of personal information we collect:

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name, email address, telephone number, addresses, IP addresses, job title, company details, marketing preferences, and event attendance records and other contact details).
- Personal financial information (such as credit card details and bank details).

How we get the personal information and why we have it:

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To enable us to contact you about business matters (for example, to issue you with sales quotes, order confirmations and updates, delivery notes etc.).
- To enable us to contact you with marketing information via email, including marketing newsletters with product updates, industry insights, and promotional offers.
- To enable us to deliver goods to you.
- To enable us to pay you or receive payment from you.
- To enable us to invite you to or manage your participation in events, such as webinars, trade exhibitions, or networking sessions, and to follow up with related information.
- We also partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioural metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).

We also receive personal information indirectly, from the following sources in the following scenarios:

- From colleagues in your organisation who wish us to make contact with you on a business matter or make deliveries to you.
- From intermediaries who wish us to contact you on a business matter or make delivery to you (e.g. distributors, resellers or suppliers, or event organisers or partners who share attendee lists with us for follow-up marketing, subject to your prior consent or our legitimate interests in business development).
- From cookies collected by the Panorama Antennas website, to enable us to give you the best experience using the website without having to repeatedly enter information.

We may share this information with our subsidiaries, direct suppliers and intermediaries, such as web providers, customs brokers and couriers, and third-party service providers for marketing newsletters (e.g., email platforms) or event management (e.g., registration tools), under strict data processing agreements to ensure compliance with UK GDPR, to enable the activities mentioned above. We may also share information with government agencies where legally required and with other parties in other circumstances where required by the law or a legal proceeding. If you are setting up a new business account with us, we may share your personal identifiers with SmartCredit Limited for the sole purpose of establishing that you are not subject to legal sanctions.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- Your consent (e.g., for sending marketing newsletters or event invitations). You are able to remove your consent at any time. You can do this by contacting: privacy@panorama-antennas.com
- We have a contractual obligation.
- We have a legitimate interest.

Your information is securely stored. We provide training on customer data protection to ensure your information is suitably protected.

We keep personal information for 2 years from the last contact from you or your employer or until you request removal (whichever is sooner). For marketing newsletter subscribers or event attendees, we review data annually to remove inactive records. We will then dispose your information by anonymization systems built into our ERP and routine data deletion.

Legitimate Interests Assessment

Where we process personal data under Article 6(1)(f) of the GDPR, we have completed a Legitimate Interests Assessment. This confirms that the processing is necessary for our legitimate business purposes, including B2B marketing, customer relationship management, event follow up, fraud prevention, and product and service improvement. The processing is proportionate, limited to what is necessary, and does not override individuals' rights and freedoms, taking into account reasonable expectations, the nature of the data, and appropriate safeguards. Individuals may object to this processing at any time or receive details about the assessment on request using the contact details in this notice. Further details about the assessment are available on request using the contact details in this notice.

Your data protection rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.

- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.
- Please contact us at privacy@panorama-antennas.com, Panorama Antennas Ltd, 61 Frogmore, London UK if you wish to make a request.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at privacy@panorama-antennas.com or Panorama Antennas Ltd, 61 Frogmore, London SW18 1HF UK

You can also complain to the ICO if you are unhappy with how we have used your data.

ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Helpline number: +44 (0) 303 123 1113

ICO website: www.ico.org.uk

On behalf of Panorama Antennas Ltd:



Name: Jan Jesman
Position: Director

Panorama Antennas Ltd, London