

Legitimate interest

Legitimate Interest description

At Sterling Thermal Technology, we want to engage with our clients and prospects who are interested in our equipment to grow our business.

We want to communicate with them about our products via marketing activities to:

- make them aware of what we are selling,
- allow them to understand what is available to them,
- and prove (via case studies, for example) that we are the heat exchanger partner they need.

To engage with our audience, we will email our contacts which are:

- recognised as our clients because they have already given us one or more orders. These contacts are managed in our ERP system (Epicor) and in the email box of Sterling Thermal Technology's staff who are in contact and have a relationship with these clients (receiving requests for quotations, sending quotes based on contacts' requirements, receiving orders, acknowledging orders, and any communications around these activities).
- recognised as identified prospects as they have submitted to us request(s) for a quotation or because while we did a market survey, they were interested in getting additional information.
- recognised as contacts that should have an interest in our products because they are in the same industry sectors and have the same or similar processes than our existing clients.

We will not purchase contact databases.

We will segment our audience to make sure we are sending the right message to the right people. That way, each segment should not get than two marketing email per month.