

PRIVACY NOTICE

This privacy notice gives you a comprehensive overview about how we handle data at Asphalt Reinforcement Services Ltd, including the data we collect from customers.

We talk in detail about the information we hold, what we do with this data and when we share it outside of Asphalt Reinforcement Services Ltd (and with whom).

We respect your right to privacy and to the protection of your personal information and we note that not all the information we hold and use is personal information, so it won't all be covered by this privacy notice

- For sole traders and unincorporated partnerships, most information we hold will be personal.
- For limited companies or incorporated partnerships, the privacy notice only covers information that relates to the business representative and other key people

The purpose of this privacy notice is to explain how we collect and use personal information in connection with our business.

“Personal information” means information about a living individual who can be identified from that information (either by itself or when it is combined with other information).

We may update our privacy notice from time to time. When we do we will communicate any changes to you and publish the updated privacy notice on our website.

We would encourage you to visit our website regularly to stay informed of the purposes for which we process your information and your rights to control how we process it.

DATA PROTECTION PRINCIPLES

Under GDPR, all personal data obtained and held by us must be processed according to a set of core principles.

In accordance with these principles, we will ensure that we only collect basic personal data about you which does not include any special types of information. This does however, include name, address, email and phone number.

We need to know your basic personal data in order to provide you with on-going organisational updates, information and quotation services in line with the service we provide to our customers.

We will not collect any personal data from you we do not need in order to provide and oversee this service to you.

TYPES OF DATA HELD

We keep several categories of personal data on our customers in order to carry out effective and efficient processes.

COLLECTING YOUR DATA

You provide several pieces of data to us directly, however, in some cases, we will collect data about you from third parties, such as trade organisations, former customers when gathering references or credit reference agencies.

We hold the data within our computer systems, and utilise it for marketing and order processing purposes.

LAWFUL BASIS FOR PROCESSING

The law on data protection allows us to process your data for certain reasons only.

In the main, we process your data in order to comply with your consent or in order to effectively manage the contract we have with you.

FAILURE TO PROVIDE DATA

Your failure to provide us with data may mean that we are unable to fulfil our requirements for entering into a contract with you. This could include being unable to offer you a service, or administer contracts.

WHO WE SHARE YOUR DATA WITH

All the personal data we process is processed by our staff in the UK however for the purposes of IT hosting and maintenance this information is located on servers within the European Union.

We may also share your data with third parties as part of a Company sale or restructure, or for other reasons to comply with a legal obligation upon us.

We have a data processing agreement in place with any third parties to ensure data is not compromised.

Third parties must implement appropriate technical and organisational measures to ensure the security of your data.

We do not share your data with bodies outside of the European Economic Area.

PROTECTING YOUR DATA

We are aware of the requirement to ensure your data is protected against accidental loss or disclosure, destruction and abuse. We have implemented processes to guard against such.

RETENTION PERIODS

We only keep your data for as long as we need it for, which is usually up to six years after your relationship with us ends. Some data retention periods are set by the law.

YOUR RIGHTS

You have certain legal rights to control what we do with your information. This includes a right to get access to your personal information; to request us to correct or update incorrect information; to object to



or request that we restrict processing your information in certain circumstances; to object to direct marketing; and to receive the personal information you provided in a portable format.

More information can be found on each of these rights including how to exercise them and the circumstance in which they apply, please contact the appointed compliance manager, on the contact details provided below. It is important to understand that in some cases, exercising your rights may mean that we are no longer able to provide you with products or services.

CONSENT

Where you have provided consent to our use of your data, you also have the right to withdraw that consent at any time. This means that we will stop processing your data.

MAKING A COMPLAINT

We hope that we can address any concerns you may have directly, however, if you think your data rights have been breached, you are able to raise a complaint with the Information Commissioner (ICO). You can contact the ICO at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or by telephone on 0303 123 1113 (local rate) or 01625 545 745.

DATA PROTECTION COMPLIANCE

Our appointed compliance manager in respect of our data protection activities is:

HR Manager

Asphalt Reinforcement Services Ltd
Highway House
4 Doolittle Yard
Froghall Road
Amphill
Beds
MK45 2NW