

PRIVACY POLICY

1. INTRODUCTION

We have appointed a data protection officer, Mr Craig Moore, who is responsible for monitoring our data protection compliance in respect of any personal data we collect about you.

2. COLLECTION OF YOUR PERSONAL DATA

We collect and process the following information about you; this is for the purposes explained in section 3.

- **Information you give us (either via the enquiry form on our website or via a direct email enquiry)**

Name, email address (personal and/or work), postal home address, telephone number(s) and the nature of your enquiry.

- **Information automatically collected from you**

When you visit or use our website, we automatically collect certain information from you (the majority of which is from a server log), including:

- geo-location data
- operating system and browser type
- domain name requested
- server log details
- IP address used to connect your computer or mobile device to the internet

We may periodically review emails, text messages and other correspondence in order to improve the quality of our offering.

- **Information collected from third parties**

Google analytics – collects information about how visitors use our website.

3. USE OF YOUR PERSONAL DATA

We may use your personal data for any or all of the following purposes:

- to provide a high level of customer service - namely, responding to your initial enquiry regarding our services, follow up correspondence, scheduling of a survey at your home and the electronic communication of an invoice upon completion of work.
- to help operate, maintain and improve our offering and our website;
- to meet our legal obligations and for establishing, exercising or defending our legal rights;
- to compile internal reports to help us understand and improve our service offering; and to enable us to carry out targeted online advertising more likely to be relevant to you.

4. SHARING OF YOUR PERSONAL DATA

We sometimes need to share the personal information we process with other organisations and, where necessary or required, we may share your personal data with the following categories of third parties:

- service providers and suppliers assisting with our business activities, where you have given express permission for us to share this for the purposes of contact and communication.
- ombudsman, regulators, public authorities and security organisations, such as the police, HM Revenue & Customs and the Information Commissioner's Office, to the extent required by law, regulation, court order or if necessary to establish, exercise or defend our legal rights, including if we suspect fraud or attempted fraud;
- financial organisations, debt collection and tracing agencies.

5. LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA

We will process your personal data where it is necessary:

- for the performance or entering into of a contract with you, including in order to provide our services, process your payment and to respond to enquiries and requests for a survey and estimate of work and costs;
- for compliance with our legal obligations;
- for the purpose of furthering our legitimate interests including to:
 - improve our offering and website;
 - carry out reviews on our advertising strategy based upon geographical and behavioural data; and
 - prevent, detect and investigate fraud or illegal activity.

6. PROTECTION OF YOUR PERSONAL DATA

We are committed to protecting your personal data and to keeping it safe and confidential. We will therefore ensure that appropriate technical and organisational physical, electronic and procedural safeguards are implemented to protect it. Access to your personal data will be limited to our employees and certain third parties who require your contact details to follow up a request for supplementary services.

7. STORAGE OF YOUR PERSONAL DATA

Your personal data will generally be stored for up to 5 years.

We may, however, keep your personal data for longer than 5 years if we need it to fulfil our contractual obligations to you, the law requires us to maintain it for a longer period or you have not withdrawn your consent.

8. YOUR RIGHTS

You have the following rights, albeit some of them only apply under certain circumstances:

- to have a copy of the personal data we have collected about you and to send a copy of it to another data controller;
- to update or amend the personal data we have collected about you if it is inaccurate or incomplete;
- to erase, or restrict the processing of, the personal data we have collected about you;
- to object to the processing of the personal data we have collected about you;
- to withdraw any consents you have provided in respect of our processing of your personal data; and
- to lodge a complaint with the Information Commissioner’s Office (www.ico.org).

To exercise any of these rights, please contact our data protection officer via craig@craigmooreuk.com.

9. CONNECTING TO THIRD PARTY SERVICES INCLUDING SOCIAL NETWORKS

Our website may contain links to third-party apps, services, tools and websites that are not affiliated with, controlled or managed by us (including Facebook, Instagram, LinkedIn and Twitter®) and these services and links may also include social networking features (such as the Facebook® “Like” button and widgets, “Share” buttons, and other interactive mini-programs). Additionally, you may choose to use your own social networking logins from, for example, Twitter® to access some of our services. We are not responsible for the security or privacy of any information collected by these third parties. You should review the privacy statements or policies applicable to the third-party services you connect to, use or access as the privacy practices of these third parties will be governed by their own privacy statements.

10. COOKIES

We collect data about how you interact with our website through the use of cookies and other similar technology.

What is a cookie?

Cookies are small text files containing small amounts of information which are downloaded to your computer or mobile device when you access our website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie.

Why do we use cookies?

Cookies are useful because they allow our website to recognise your device. We use them to make our website work, or work more efficiently, as well as to store information about your preferences or past actions. You can find out more information about cookies at

www.allaboutcookies.org.

We also use cookies to enhance and improve your online experience and to understand better how our website is used. Cookies may tell us, for example, whether you have visited our website before or whether you are a new visitor.

11. CONTACT INFORMATION

If you have any comments or questions, please contact our data protection officer via craig@craigmooreuk.com (headed: For the attention of the Data Protection Officer).

12. CHANGES TO THIS POLICY

From time to time we may change this policy. Changes made to it will be notified to you and available on our website. If you do not accept the changes, please contact our data protection officer via craig@craigmooreuk.com (headed: For the attention of the Data Protection Officer).