

G. E. Brown & Son

BUILDING CONTRACTORS



INCORPORATING AG BIKES

The Old Mill, Low Row, Richmond, North Yorkshire. DL11 6NH
Tel: 01748 886356 Fax: 01748 886026 Email:
gebrownson@f2s.com

DATA PROTECTION AND PRIVACY NOTICE

FOR CUSTOMERS

GE Brown & Son Ltd is committed to data protection and data privacy. With the General Data Protection Regulation (GDPR) becoming enforceable from 25 May 2018, we have undertaken a GDPR readiness programme to review our entire business, the way we handle data and the way in which we use it to provide our services and manage business operations.

We hold personal data on customers to manage and administer your account, meet legal obligations and to perform vital internal functions. This notice details the personal data we may retain, process and share with third parties relating to your account with us and vital business operations. We are committed to ensuring that your information is secure, accurate and relevant. To prevent unauthorised access or disclosure, we have implemented suitable physical, electronic, and managerial procedures to safeguard and secure personal data we hold.

Introduction

We have issued this notice to describe how we handle personal information that we hold about our customers (collectively referred to as "you").

We respect the privacy rights of individuals and are committed to handling personal information responsibly and in accordance with applicable law. This notice sets out the personal data that we collect and process about you, the purposes of the processing and the rights that you have in connection with it.

If you are in any doubt regarding this notice, please contact ROS BROWN.

Types of personal data we collect and purposes for processing personal data

Information we process because we have a contractual obligation with you

When you create an account with us, buy a product or service from us, or otherwise agree to our terms and conditions, a contract is formed between you and us. In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

- Verify your identity for security purposes
- Sell products to you

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Provide you with our services

Provide you with estimates, suggestions and advice on products and services.

We process this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website, social media or ask us to provide you more information about our products and services, you provide your consent to us to process information that may be personal information.

Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply.

Sending a message to our customer contact staff

When you contact us by e-mail, telephone or via social media we collect the data you have given to us in order to reply with the information you need.

We record your request and our reply in order to increase the efficiency of our business.

We keep personally identifiable information associated with your message, such as your name and email address or telephone number so as to be able to track our communications with you to provide a high quality service.

Any information you choose to provide us will not be used for marketing purposes by us. We will hold your personal data only for the purposes of administering and managing your account and our contracts with you.

Legitimate business purposes

We may also collect and use personal information when it is necessary for other legitimate purposes, such as to help us conduct our business more effectively and efficiently – for example, for general IT security management, accounting purposes or financial planning. We may also process your personal information to investigate violations of law or breaches of our own internal policies.

The IT Department will record and monitor usage of all our IT equipment, user activity, voice traffic, email and Internet usage as deemed necessary. The IT Department will observe the

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strictest confidentiality when undertaking these activities. They will make their report directly to ROS BROWN who will determine the actions that may need to be taken in any particular case. Our site(s) is/are protected by circuit television (CCTV) systems throughout its premises as deemed necessary and customers should expect all areas (other than those where use would contravene common decency) to be visible on a television monitoring system. Any information obtained from systems will be used with strict adherence to the GDPR. Information will be used for the prevention and detection of crime and to ensure compliance with our policies and procedures and our legal obligations.

Legal purposes

We may also use your personal data where we consider it necessary for complying with laws and regulations, including collecting and disclosing customer personal information as required by law (e.g. for tax, health and safety, anti-discrimination laws), under judicial authorisation, or to exercise or defend our legal rights.

Legal basis for processing personal data

Our legal basis for collecting and using the personal data described above will depend on the personal data concerned and the way we collect it. We will normally collect personal data from you only where we need it to perform a contract with you (i.e. to manage the customer & contractor/supplier relationship), where we have your freely given consent to do so, or where the processing is in our legitimate interests and only where this interest is not overridden by your own interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect personal information from you or may otherwise need the personal information to protect your vital interests or those of another person.

Any processing based on consent will be made clear to you at the time of collection or use – consent can be withdrawn at any time by contacting ROS BROWN.

Who we share your personal data with

We take care to allow access to personal data only to those who require such access to perform

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their tasks and duties, and to third parties who have a legitimate purpose for accessing it. Whenever we permit a third party to access personal information, we will implement appropriate measures to ensure the data is used in a manner consistent with this notice and that the security and confidentiality of the data is maintained.

For example, some personal data will be available to our service providers and third-party companies who provide us with health and safety support, tax and accounting services, insurance providers, loss assessors, building control services, and sub-contractors and suppliers providing a service or goods relating to your contract with us.

Transfers to third-party service providers

In addition, we make certain personal data available to third parties who provide services to us. We do so on a "need to know basis" and in accordance with applicable data protection and data privacy laws.

Transfers to other third parties

- To comply with our legal obligations, including where necessary to abide by law, regulation or contract, or to respond to a court order, administrative or judicial process
- In response to lawful requests by public authorities (including for national security or law enforcement purposes)
- As necessary to establish, exercise or defend against potential, threatened or actual litigation
- Where necessary to protect the vital interests of our employees or another person
- In connection with the sale, assignment or other transfer of all or part of our business; or
- With your freely given and explicit consent

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Transfer of personal data abroad

We may need to transfer personal data to countries outside of the United Kingdom. When we export your personal data to a different country, we will take steps to ensure that such data exports comply with applicable laws. For example, if we transfer personal data outside the European Economic Area (EEA), such as to the United States, we will implement an appropriate data export solution such as entering into contracts with the data importer that contain EU model clauses or taking other measures to provide an adequate level of data protection.

Data retention

Personal data will be stored in accordance with applicable laws and kept for as long as needed to carry out the purposes described in this notice or as otherwise required by law. Generally, this means your personal information will be retained until the end of your work relationship with us plus a reasonable period of time thereafter to respond to contract or work-related inquiries, to comply with legal obligations including the period demanded for accounting purposes, or to deal with any legal matters.

For more information, please see our Data Retention Policy which outlines our current document retention schedule.

Your rights

You may exercise the rights available to you under data protection law as follows:

- The right to be informed.
- The right of access.
- The right to rectification.
- The right to erasure.
- The right to restrict processing.
- The right to data portability.
- The right to object.

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- Rights in relation to automated decision making and profiling.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws. You can read more about these rights at:

<https://ico.org.uk/for-the-public/is-my-information-being-handled-correctly/>

To exercise any of these rights, please contact ROS BROWN by emailing gebrownson@f2s.com.

Issues and complaints

We try to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures. Please contact us in writing at GE Brown & Son Ltd/AG Bikes, The Old Mill, Low Row, Richmond, North Yorkshire DL11 6NH or email gebrownson@f2s.com.

This notice was drafted with clarity in mind. It does not provide exhaustive detail of all aspects of our collection and use of personal information. However, we are happy to provide any additional information or explanation needed.

If you want to make a complaint about the way we have processed your personal information, you can contact the Information Commissioner's Office in their capacity as the statutory body which oversees data protection law – www.ico.org.uk/concerns.

Updates to this notice

This notice may be updated periodically to reflect any necessary changes in our privacy practices. In such cases, we will update the copy held on our websites www.gebrownandson.co.uk and www.agbikes.co.uk. We encourage you to check this notice periodically to be aware of the most recent version.

Contact details

Please address any questions or requests relating to this notice to ROS BROWN by emailing gebrownson@f2s.com or in writing to the address at the top of this notice.

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