



PREEDY GLASS

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## Privacy Notice

### J. Preedy & Sons Limited

This privacy notice describes the personal data we hold about you, how we collect and use it, and how we share information in accordance with the General Data Protection Regulation (GDPR).

#### Who collects your information

J. Preedy & Sons Ltd ('Company') is a 'data controller' of the personal data you provide to us. The Company's employees and contractors are 'data processors'.

#### What we collect and where we get it from

We only collect basic personal data about you, not including special categories of information (known as Special Category Data). For retail customers, this may include your name, delivery address (if applicable), email, contact number(s), and financial information (e.g. billing address and debit or credit card details). For trade customers, we may also store details about the business you work for or own, details from Companies House (e.g. company name, registration number, financial information such as credit scores), VAT number, CIS details, trade references, and bank details.

We may store account details that allow us to see your past orders and payments, as well as any credit control or job-specific information, copies of any documentation we exchange with you, and email communication. We also collect and keep all Health and Safety-related information.

Most of your personal data will have been provided by you or created through your trading history with us, but we may also collect information from third-party organisations (e.g. credit reference agencies for our credit account customers).

Where permitted by law, we may process information about criminal convictions, offences and alleged offences for specific and limited activities and purposes, such as performing checks to prevent and detect crime and to comply with laws relating to money laundering, fraud, terrorist financing, bribery, and corruption.

#### Why we need it

We need your personal data in order to send samples, to quote and process your orders, to install and/or deliver goods and services, for marketing, and to tell you about our products and services. We will not collect any personal data we do not need. We may also require certain information in order to comply with HM Revenue & Customs (HMRC), Companies House and HSE obligations, and to provide and oversee our services to you.

#### How we use it

We only use your personal data with your consent, or where it is necessary:

- To enter into or perform, a contract with you.
- To comply with a legal duty.
- To protect your interests.
- To protect our interests, provided your rights don't override these.

- For the day-to-day running of our business.

We only use your personal data for the purpose(s) it was collected for, or for closely related purposes.

We may process your personal data for legitimate business purposes, which include some or all of the following:

- To identify and prevent fraud.
- To enhance the security of our network and information systems.
- To better understand how people interact with our website.
- To determine the effectiveness of our promotional campaigns and advertising.
- To enhance, modify, personalise, or otherwise improve our services and/or communications for the benefit of our customers.

Whenever we process your personal data for these purposes, we hold your rights in high regard and take account of these rights at all times.

When we process your personal data for legitimate business purposes, we consider and balance any potential impact on you and your rights under data protection laws. Our legitimate business interests do not automatically override your interests or rights, and we do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are required and permitted to do so by law). You have the right to object to this processing. If you wish to do this, please contact our Financial Controller.

### **How we may share it**

We may need to share some of your personal data with external parties, such as contractors (e.g. for installation jobs, deliveries, postage) and our professional advisers. Information will be anonymised wherever possible, and the recipient(s) of the information will be bound by confidentiality obligations. We may also need to share certain information with regulators or as required to comply with the law.

### **Where we keep it**

We are based in the UK and store our data within the EU. If any organisations that provide services to us wish to transfer your personal data outside the EU, we will only allow them to do so if we are satisfied that the data will be adequately protected.

An example of where we allow data to be transferred outside the EU is through the use of Microsoft products in our systems. Since Microsoft is a US-based company, we understand that our use of these products may result in personal data being transferred to or accessible from the US. We accept this because we are satisfied that all personal data will be adequately protected by Microsoft, which is certified under the Privacy Shield scheme.

### **How long we keep it for**

We only use and store your personal data for as long as necessary for the purpose(s) for which it was collected. This depends on the data and our reasons for collecting it. Should you ask us not to send you marketing emails, for example, we will stop storing your email address for marketing purposes – though we will keep a record of your preference not to be emailed.

We continually review the information we have and delete what is no longer required. We never store full payment card information.

### **Data protection principles**

We comply with data protection principles when gathering and using personal information.

## What else we would like to do with your information

We would like to use your name and email address to inform you about our offers and latest products, as well as trends in the industry. This information will never be shared with third parties except for legal reasons.

Even if you have previously given your consent for us to send you marketing material, you will be automatically opted out from 25 May 2018. If you wish to receive it in the future, please contact our sales team, who will let you know how to opt in under GDPR.

## Website

Our website uses Google Analytics (GA) to track user interaction. We use this data to establish how many people visit our website, to better understand how they find and use our webpages, and to track their journey through the website. Although GA records data (e.g. your location, device, internet browser and operating system), we are satisfied that none of it can be used to personally identify you. GA also records your computer's IP address, which could be used to personally identify you, but Google does not share this with us. We consider Google to be a third-party data processor.

The Company's website has a Live Chat option. Further details can be found in the next paragraph.

## Website – Click4Assistance Live Chat

Visitors to the Company's website have the option to use Live Chat, which is provided by Click4Assistance (company registration number 5322233). Their data centres are based in the UK. Click4Assistance is a data processor.

Should you choose to use Live Chat, you will be prompted to enter your first name. This data will be processed only for purposes of the conversation. If you place an order in Live Chat, you will become a customer, at which point the relevant section of this Privacy Notice will apply (see 'What we collect and where we get it from').

Transcripts of the conversation may be reviewed for training purposes.

Your location is collected by Click4Assistance when you browse the Company's website. This is visible to the Company only during the Live Chat.

Click4Assistance uses cookies. Cookies are small pieces of data sent by a website to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns, but do not identify you.

Details of the cookies used by Click4Assistance:

<u>Name</u>	<u>Purpose</u>
C4AP	Used to identify if the visitor is new or returning. Includes historic activities such as when/if a chat has started and when/if a hotspot hit or conversion occurred.
C4AS	Used to hold information about Click4Assistance tools and proactive rules.
C4ATestP	Used to determine if the browser allows persistent cookies to be stored.
C4ATestS	Used to determine if the browser allows session cookies to be stored.

It is possible to switch off cookies by setting your browser preferences.

Click4Assistance's Privacy Notice can be found at <https://www.click4assistance.co.uk/click4assistance-web-chat-software-cookie-policy>

## **Email newsletters and opting in**

We do not currently use a third-party data processor for our email newsletters. Should you opt in to these newsletters via our website, your details will be sent directly to the Company.

If you wish to opt out, you can do so by emailing [marketing@preedyglass.com](mailto:marketing@preedyglass.com) or by contacting our sales team.

If you are under 16 years of age, you must obtain parental consent before subscribing to our email newsletters. You will receive periodic emails from us while your email address remains in our database.

## **Updates to our privacy notice**

We keep our privacy notice under regular review. The latest version will always be available on our website.

## **Your rights**

We want to ensure that you are always in control of your personal data. An important part of this is making sure you understand your legal rights, which are as follows:

- The right to confirmation of whether or not we have your personal data and, if we do, to obtain a copy of the data we hold. This is known as a data subject access request. Please email our Financial Controller to submit a Data Subject Access Request Form.
- The right to have your data erased, also known as the 'right to be forgotten'. This will not apply where it is necessary for us to continue using any of your data for legal reasons.
- The right to have inaccurate data rectified.
- The right to restrict processing.
- The right to object to your data being used for marketing or profiling.
- Where technically feasible, the right to access personal data you have provided to us that has been processed automatically, based on your consent or the performance of a contract. This information will be provided to you in a common electronic format.

Please keep in mind that there are exceptions to the rights listed above. Though we will always try to respond to and resolve issues to your satisfaction, we may not always be able to do so.

If you are not satisfied with our response to your concerns, or believe we have failed to store or process your personal data in accordance with the law, you can complain to the Information Commissioner's Office.