

## **Privacy Policy**

This privacy policy explains how we gather, use and share any personal information we collect about you.

### What information do we collect about you?

We collect information about you when you register with us or place an enquiry for our services. We also collect information when you voluntarily complete customer surveys and provide feedback. For safety and legal reasons, we collect information from CCTV, vehicle recording equipment and ANPR where appropriate.

### How will we use the information about you?

We collect information about you when you register with us or place an enquiry or order for our products or services. We also collect information when you voluntarily complete customer surveys, provide feedback and participate in competitions. Website usage information is collected using cookies (see our Cookie Policy). For safety and legal reasons, we collect personal information from CCTV and ANPR Recordings.

The following types of personal information about you may be collected:

#### *Contact Details:*

Name, Address, Phone numbers, Email address

#### *Interests:*

Information you provide us about your interests including the type of services you are interested in.

#### *Website and Communication Usage:*

How you use our websites and whether you open or forward our communications, including information collected through cookies and other tracking technologies (see our Cookie Policy).

#### *Sales and Services Information:*

Relating to purchases and services, including complaints and claims.

### How will we use the information about you?

We collect information about you to process your enquiry, order, manage your account and, if you agree, to contact you by Email/Phone/Mail about other services we think may be of interest to you.

We use information collected from our websites to personalise your repeat visits to our websites. Please refer to our Cookie Policy.

If you agree, we shall only pass on your personal information to our Bowker Group of companies so that they may offer you their services.

### How long will we keep your personal information for?

We retain your information only as long as is necessary for the purpose for which we obtained them and any other permitted linked purposes. If information is used for two purposes we will retain it until the purpose with the latest period expires; but we will stop using it for the purpose with a shorter period once that period expires.

We restrict access to your information to only those persons who need to use it for the relevant purpose.

Our retention periods are based on business needs and your information that is no longer needed is removed securely.

#### *Use for marketing:*

We retain your personal information for as long as is necessary, but only for the relevant purpose that we collected it for. You retain the right to remove this consent at any point.

#### *Use to perform a contract:*

In relation to your information used to perform any contractual obligation with you we may retain that data whilst the contract remains in force plus one year to deal with any queries or claims thereafter.

#### *Where claims are contemplated:*

In relation to any information where we reasonably believe it will be necessary to defend or prosecute or make a claim against you, us or a third party, we may retain that data for as long as that claim could be pursued.

### Legal grounds for processing of your personal information.

The use of your information set out above is permitted under EU data protection law on the basis of these principal legal grounds:

- Where you have consented to the use (you will have been presented with a range of Marketing Agreement Contact Preferences from our member of staff at time of enquire. You may withdraw your consent at any time. See 'How to contact us' below.
- Where necessary to enter into or perform our contract with you
- Where we need to use it to comply with our legal obligations
- Where we use it to achieve a legitimate interest and our reasons for using it outweigh any prejudice to your data protection rights (our legitimate interests include promoting the Bowker Group businesses and tailoring news, invitations and offers to your profile.
- Where necessary for us to defend, prosecute or make a claim against you, us or a third party

There may be uses that are permitted on the basis of other grounds; where this is the case we will use reasonable endeavours to identify the ground and communicate it you as soon as possible after becoming aware of the new basis.

### How do we keep your personal information safe?

We use a variety of security measures, including encryption and authentication tools, to help protect and maintain security, integrity and availability of your information.

Although data transmission over the Internet or websites cannot be guaranteed to be secure, we and our business partners work hard to maintain physical, electronic and procedural safeguards to protect your information in accordance with applicable data protection requirements.

#### Marketing

We would like to send you information about services of ours and other companies in our Group which may be of interest to you. If you have consented to receive marketing, you may opt out at a later date.

You have a right at any time to stop us from contacting you for marketing purposes or sharing your information with other members of the Group. If you no longer wish to be contacted for marketing purposes, please email, phone or write to us at the address below.

#### Access to your information and correction

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to us at the address below.

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

#### Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or refer to our Cookie Policy.

#### Other websites

Our website contains links to other websites. This privacy policy only applies to W.H.Bowker Ltd and W.H.Bowker International Ltd websites so when you link to other websites, you should read their own privacy policies.

#### Changes to our privacy policy

We keep our privacy policy under regular review and we will place any updates on our web sites. This privacy policy was last updated on 12 April 2018.

#### How to contact us

Please contact us if you have any questions about our privacy policy, or information we hold about you:

Email: [dpo@bowkergroup.co.uk](mailto:dpo@bowkergroup.co.uk)

Phone: 01772 628800

Post: Data Protection Officer, W.H.Bowker Ltd, Holme Road, Bamber Bridge, Preston, PR5 6BP