

Privacy Policy

Who We Are

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD (*'we' or 'us' or 'our'*) gather and process your personal information in accordance with this privacy policy and in compliance with the relevant data protection Regulation and laws. This policy provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD's registered office is at **Sandy Way, Amington Industrial Estate, Tamworth, B77 4DS** and act as the **data processor** when processing your data. We are registered with the **ICO – Z5073078**.

Information That We Collect

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this policy.

The personal data that we collect from is: -

- Name
- Address
- Email Address
- Mobile Telephone Number

We collect information in the below ways: -

- Online enquiry form

How We Use Your Personal Data

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD takes your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this policy. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw this consent at any time. ***The purposes and reasons for processing your personal data are detailed below: -***

- *We collect your personal data in the performance of a contract or to provide a service and to ensure that projects are completed and can be sent out to your address and contact you via your telephone or email.*

- *We collect and store your personal data as part of our legal obligation for business accounting and tax purposes*
- *We may occasionally send you marketing information where we have assessed that it is beneficial to you as a customer and in our interests. Such information will be non-intrusive and is processed on the grounds of legitimate interests*

Your Rights

You have the right to access any personal information that **DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD** processes about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing (*where applicable*) in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

Sharing and Disclosing Your Personal Information

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this policy or where there is a legal requirement. **DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD** may use **third-parties** such as Tax Accountants, Hosting companies or Backup solutions to provide the services and business functions; however, all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy policy, the data protection laws and any other appropriate confidentiality and security measures.

Safeguarding Measures

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, **including:** -

SSL / TLS encryptions, pseudonymisation, restricted access, IT authentication, business grade firewalls, anti-virus and antimalware protection.

Transfers Outside the EU

Personal data in the European Union is protected by the General Data Protection Regulation (GDPR) but some other countries may not necessarily have the same high standard of protection for your personal data. **DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD** does not transfer or store any personal data outside the EU.

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to **DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD**, however, as this information is required for **us to provide you with our services and legitimate interests**, we will not be able to offer some/all our services without it.

How Long We Keep Your Data

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (*name, address, contact details*) for a minimum of 6 years after which time it will be destroyed.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Special Categories Data

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD does not collect or hold special category data.

Cookie Notice

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD does not use cookies on our website(s).

Lodging A Complaint

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD only processes your personal information in compliance with this privacy policy and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

DIRECT ELECTRICAL SUPPLY (TAMWORTH) LTD

Sandy Way,

Amington

Tamworth

B77 4DS

E: sales@directelectricalsupply.co.uk