

# **PRIVACY POLICY**

**Willard Paving & Landscaping Ltd (we) is committed to protecting and respecting your privacy.**

This policy, together with any other documents referred to in it, sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

By visiting this website, you are accepting and consenting to the practices described in this policy.

## **Information we collect from you**

We will collect, process and store the following categories of data about you:

Information you give us. This is information about you that you give us by filling in the contact us form on the website (site), interacting with the site or by corresponding with us by phone, e-mail or otherwise. It includes information you provide when you make an enquiry about our products and services, becoming a potential customer or supplier. The information you give us will include your name, demographic information such as postcode, address, e-mail address and phone number, as well as preliminary information about your nature of enquiry.

Information we collect about you. This is information that we collect upon your consent when you visit the site and during your time on the site. It typically involves technical information and is often collected using small data files called "cookies". This information helps us to provide you with a good experience when you browse the site and also to indicate where the site requires improvement.

## **Use of your information**

We may hold and process the personal data that you provide to us in accordance with the GDPR.

We require this information:

To enable us to provide our services to you, to communicate with you and to meet our contractual commitments to you, this may include Identify, Contact, Financial and Transactional data.

We may use the information to improve our products and services.

To notify you about any changes to our business.

Internal record keeping and where we need to comply with a legal obligation.

Where we collect your data for marketing purposes we will always request your consent, at the point where the data is collected, to use your data for that purpose.

# Disclosure of your personal information

We may have to share your personal information with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.
- Other companies who provide services as part of our normal business activities

We require all third parties to whom we transfer your personal information to respect the security of your personal information and to treat it in accordance with the law. We only allow such third parties to process your personal information for specified purposes and in accordance with our instructions.

## Data Retention

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements. By law we must keep basic information about our customers (including Contact, Identity, Financial and Transaction information) for six years after they cease being customers for tax purposes.

## Your rights

You have the following rights under law in respect of your personal information:

- The right to be informed about the collection and use of your personal information;
- The right of access to your information to verify the legality of our use of it;
- The right to request that inaccurate or incomplete information about you is rectified;
- The right to request the deletion or removal of your information where there is no further reason for us to use it (such as you have withdrawn your consent);
- The right to restrict the use of your information;
- The right to obtain and reuse the information that we have about you for your own purposes;
- The right to object to certain uses (such as for marketing purposes); and
- The right not to be subject to a decision that has a legal effect on you that has been based on an automated decision.

Should you wish to exercise any of these rights, you may do so at any time by writing to us at the address given below or by sending us an email.

Willard Paving & Landscaping Ltd, 2 Church Lane, Burgh, Norwich, Norfolk, NR11 6TR

Email: [sara.willard@btinternet.com](mailto:sara.willard@btinternet.com)

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access to disclosure, we have put in place a suitable physical, electronic and managerial procedure to safeguard the information we collect online.

## **Use of cookies**

A cookie is a small file that asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.