

# THE PATIO BLACK SPOT REMOVAL COMPANY LTD PRIVACY POLICY

## 1. IMPORTANT INFORMATION AND WHO WE ARE

### **Purpose of this privacy policy**

The Patio Black Spot Removal Company Ltd (referred to as "we", "us" or "our" in this privacy policy) is the data controller, with responsibility for complying with the law when processing your personal data.

We respect your privacy and are committed to protecting your personal data. This privacy policy aims to give you information about how we collect and process your personal data, including any data you may provide when you purchase a product or visit our website (regardless of where you visit it from) and to tell you how the law protects your privacy.

It is important that you read this privacy policy, together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you, so you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.

This website is not intended for children and we do not knowingly collect data relating to children.

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

IT IS IMPORTANT THAT THE PERSONAL DATA WE HOLD ABOUT YOU IS ACCURATE AND CURRENT. PLEASE KEEP US INFORMED IF YOUR PERSONAL DATA CHANGES DURING YOUR RELATIONSHIP WITH US.

We keep our privacy policy under regular review.

This version was last updated on 22 November 2019.

### **Our contact details**

If you have any questions about this privacy policy, or wish to exercise any of your legal rights, you may contact us in one of the following ways:

Full name of legal entity: The Patio Black Spot Removal Company Ltd

Postal address: Birch, Greenhills Rural Estate, Tilford, Surrey, GU10 2DZ

Telephone number: 01252 702123

Email address: [info@pbsr.co.uk](mailto:info@pbsr.co.uk)

## 2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about you from which you can be identified. It does not include data where your identity has been removed (anonymous data).

We may collect, use, store and transfer the following kinds of personal data about you:

**Identity Data**, such as title, first name and last name.

**Contact Data**, such as billing address, delivery address, email address and telephone numbers.

**Financial Data**, such as bank account and payment card details.

**Transaction Data**, such as details about payments to and from you and other details of products and services you have purchased from us.

**Technical Data**, such as internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

**Profile Data**, such as your username and password, purchases or orders made by you, your preferences, feedback and survey responses.

**Usage Data**, such as information about how you use our website, products and services.

**Marketing and Communications Data**, such as your preferences in receiving marketing from us and your communication preferences.

We may also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any **Special Categories of Personal Data** (details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions or trade union membership, or information about your health, and genetic and biometric data) about you, nor do we collect any information about criminal convictions and offences.

### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods). In this case, we may have to cancel an order you have with us but we will notify you if this is the case at the time.

### **3. HOW WE COLLECT YOUR PERSONAL DATA**

**Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms on our website or at trade shows or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- place an order to purchase our products;
- create an account on our website;
- request marketing materials to be sent to you;
- enter a competition, promotion or survey; or

- give us feedback; or
- contact us for any other reason.

**Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

**Third parties or publicly available sources.** We do not receive personal data about you from third parties, save for Technical Data which we may receive from analytics providers, such as Google, based outside the EU.

#### **4. HOW WE USE YOUR PERSONAL DATA**

We have set out below, in table format, a description of all the ways we plan to use your personal data, which of the legal bases we rely on to do so and, where we are relying on “legitimate interests” (see under C below), what those legitimate interests are. Note that, depending on the specific purpose for which we are using your data, more than one lawful ground may apply.

In the table, we use the following abbreviations:

##### **Type of Data**

- |                      |                                       |
|----------------------|---------------------------------------|
| 1 = Identity Data    | 5 = Technical Data                    |
| 2 = Contact Data     | 6 = Profile Data                      |
| 3 = Financial Data   | 7 = Usage Data                        |
| 4 = Transaction Data | 8 = Marketing and Communications Data |

##### **Legal justification for processing**

- A = We need to process the data in order to perform the contract we have entered, or are about to enter, into with you, or to take steps at your request before entering into such a contract.
- B = We need to process the data in order to comply with a legal or regulatory obligation to which we are subject.
- C = We process the data because it is necessary for the legitimate interests of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. 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 otherwise required or permitted to by law).

Purpose/Activity	Type of data	Legal justification for processing (including basis of legitimate interest)
To register you as a new customer.	1, 2	A.
<p>To process and comply with your instructions including:</p> <p>(a) managing payments, fees and charges;</p> <p>(b) collecting and recovering money owed to us.</p>	1, 2, 4, 8	A , C (to recover debts due to us).
<p>To manage our relationship with you, which will include:</p> <p>(a) notifying you about changes to our terms or privacy policy;</p> <p>(b) asking you to leave a review or take a survey.</p>	1, 2, 6, 8	A, B, C (to keep our records updated and to study how our customers use our products/services).
To enable you to participate in a prize draw, competition or complete a survey.	1, 2, 6, 8	A, C (to study how our customers use our products/services, to develop them and grow our business).
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	1, 2, 5	B, C (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise).
To deliver relevant website content and advertisements to our customers and contacts and measure or understand the effectiveness of the advertising we serve to them.	1, 2, 5, 6, 7, 8	C (to study how our clients use our products/services, to develop them, to grow our business and to inform our marketing strategy).
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.	5, 7	C (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy).
To make suggestions and recommendations to you about products or services that may be of	1, 2 ,5, 6,7	C (to develop our products/services and grow our business).

interest to you.		
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We may also collect, use and share aggregated data such as statistical or demographic data for any purpose. Aggregated data may be derived from personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with any personal data so that it can directly or indirectly identify you, we must treat the combined data as personal data which will be used in accordance with this Policy.

### **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **5. MARKETING**

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products and offers may be relevant for you.

If you have requested information or purchased products from us, we may once a year send you an email about our “Black Friday” promotion. Apart from the initial email confirming your order, this is the only email we will send you. You may opt out of receiving marketing emails from us at any time by contacting us.

We will not share your personal data with any third party for marketing purposes without your express opt-in consent.

### **Opting out**

You can ask us to stop sending you marketing messages at any time by logging into the website and checking or unchecking relevant boxes to adjust your marketing preferences, by following the opt-out links on any marketing message sent to you, or by contacting us at any time.

If you opt out of receiving marketing communications from us at any time, your details will be suppressed as soon as possible. This involves retaining just enough information to ensure that marketing preferences are respected in the future. Please note we will retain personal data provided to us as a result of a product purchase, warranty registration, product experience or other transactions for as long as we need to (see paragraph 9 below).

If you change your mind about receiving marketing communications from us, you can update your choices at any time by contacting us.

## **6. DISCLOSURES OF YOUR PERSONAL DATA**

We may have to share your personal data with other parties for the purposes set out in the table in paragraph 4 above. In particular, we may disclose your data to:

- Our delivery company (currently DPDgroup UK Ltd, of Roebuck Lane, Smethwick, B66 1BY) to enable them to contact you to advise you when the goods will be delivered, and to deliver them to you.
- Our professional advisers, including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- External service providers who provide IT and system administration services.
- HM Revenue & Customs, regulators and other authorities who require reporting of processing activities in certain circumstances.

We may also disclose your data to third parties to whom we may wish to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as is set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Unless required to do so by law, we will not share your personal data with third parties for any other purpose without your express opt-in consent.

## **7. INTERNATIONAL TRANSFERS**

We will not transfer your personal data outside the European Economic Area.

## **8. DATA SECURITY**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach when we are legally required to do so.

## **9. HOW LONG WILL YOU KEEP MY PERSONAL DATA?**

We will only keep your personal data for as long as reasonably necessary to fulfil the purposes for which we collected it, or for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may keep your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see paragraph 10 below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

## 10. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Specifically, you have the right to:

- **Request access** to your personal data (commonly known as a **data subject access request**). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable

format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out below, please contact us.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **Complaints**

You have the right to make a complaint at any time to the Information Commissioner's Office (**ICO**), the UK supervisory authority for data protection issues by writing to The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, telephoning 0303 123 1113 or submitting a message through the ICO's website at [www.ico.org.uk](http://www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.