



Privacy Notice

Customers

Version 1.2

What information do we collect from you?

- ! Your name
- ! Your address
- ! Your mobile and/or fixed-line telephone number
- ! Your email address
- ! Your payment details
- ! Feedback you provide on our customer service
- ! Your testimonials concerning our products and services
- ! Copies of your correspondence with us (including emails)

The information we collect is categorised as contact details, customer service feedback, product/service testimonials and correspondence.

If you are disabled, we will also collect a summary of your disability if you wish to apply for a VAT exemption on the products and services we supply.

Why do we collect this information?

You are one of our customers.

Your Personal Data will be processed in support of the contract that exists between us, and to fulfil our obligations under taxation law.

If you do not provide the Personal Data which we require to enter into a contract for the supply of products and services with you, or which helps us to meet our legal obligations, we will not be able to supply the products or services you have ordered.

We will also process your Personal Data under our legitimate interests, which are:

- ! Direct marketing of our entire product and services portfolio
- ! Customer service
- ! Account management
- ! Soliciting customer feedback on the customer service they experience
- ! Soliciting and publishing customer testimonials concerning the products and services offered by the business
- ! Record-keeping on installed products throughout their lifetime of practical use
- ! Extending a warranty to customers for goods supplied to them

- ! Extending a warranty to customers for the workmanship of fitted goods and associated changes

We will only send you marketing emails if you have given your consent for this, or you have purchased a similar product or service from us in the past.

Should you have registered one or more of your telephone numbers with the Telephone Preference Service (TPS), we will only call you for marketing purposes if you have given your consent for us to do so.

If you have applied for a VAT exemption, we will only collect the details to support this if we have your consent to do so. If you choose not to provide the details we require to process your application for a VAT exemption, we will not be able to offer this to you.

Where did we get your information?

Your details have been collected from you directly.

Who might we share your information with?

We will also share your Personal Data with British local and central government bodies and agencies; to the extent required by law.

Your name and address will be shared with the manufacturer or distributor of products that we have fitted for you, so that you benefit from an extended warranty on the products you have purchased. The manufacturer or distributor who we share your details with will only use them for the purpose of administering your warranty.

Your Personal Data will be shared with our suppliers, such as those providing payment services, data storage, record-keeping and messaging services. Such suppliers will process your Personal Data solely at our direction, and not for any other purpose.

Can I opt out?

Please contact us at privacy@alanheathandsons.co.uk or gary@alanheathandsons.co.uk if you want to opt-out of direct marketing.

If you have given your consent to receive marketing emails from us, you can withdraw this by contacting us at gary@alanheathandsons.co.uk.

Where one or more of your telephone numbers are registered with the TPS, you can withdraw your consent for us to market to you by phone by letting us know at gary@alanheathandsons.co.uk.

In cases where you have provided us with information supporting a VAT exemption, you are entitled to withdraw your consent for our processing of this at any time. If you have already benefited from a VAT exemption, and paid us for the goods and services provided, we will invoice you for any VAT that becomes due. Please contact us at gary@alanheathandsons.co.uk if you wish to withdraw your consent for processing of your information provided to support a VAT exemption.

You can opt-out of our record-keeping concerning the addresses at which we have installed products or provided fitting services. Please let us know at gary@alanheathandsons.co.uk if you want to do this.

What do we do with your information?

We will use your Personal Data to communicate with you regarding the products and services we supply to you, support the contract that exists between us for the supply of products and services, process payments you make to us and meet our record-keeping obligations under taxation law.

Your payment details will be summarised into a form that protects your chosen payment method (i.e. summarising a 16 digit credit card number to 4 digits) and stored to help us meet our record-keeping obligations under taxation law.

In cases where you have provided us with feedback on our customer service, we will use this to improve and influence the products, services and customer experience we provide.

When you have provided testimonials concerning our products and services, we will publish these in our marketing materials and display them in our showroom – in both cases your home address, telephone number and email address will be redacted.

Your Personal Data will also be used to extend product and workmanship warranties to you, including the record-keeping that support this.

Where you have applied for a VAT exemption, we will retain the supporting information you have provided to satisfy HMRC record-keeping requirements.

Your address will be used to maintain records on where we have installed products and services, so that in the future, we can advise you or subsequent owners of your property concerning the products and fitting services we provided, when we are contacted in these circumstances.

How long do we keep hold of your information?

Payment details you provide will only be retained by us until your payment has been confirmed.

Your name, address and a summary of your payment details will be retained for up to 7 years after you have purchased products or services from us.

Where your Personal Data is used in support of our workmanship warranty, it will be retained for this purpose for up to 6 years.

If you qualify for any manufacturer product warranties, your information will be kept for the duration of the manufacturer's warranty, or usual life of the product.

Your address will be retained indefinitely in support of our record-keeping concerning the properties at which we have supplied products and fitting services.

Otherwise, your Personal Data will be retained for one year after we have last been in contact with you, except your testimonials which will be retained indefinitely.

What are your rights?

You can contact us at gary@alanheathandsons.co.uk and:

- ! Ask us to provide a copy of the Personal Data for you that we hold or process.
- ! Request that we make a correction to the Personal Data for you that we hold or process.
- ! Object to our processing of your Personal Data.
- ! When you have withdrawn your consent for our processing concerning one or more pieces of your Personal Data, request that we erase the relevant items.

If you are unhappy with our processing of your Personal Data; or our handling of a related request you can complain to the ICO at <https://ico.org.uk/concerns> or contact them by telephone on 0303 123 1113.

You also have the right to take legal action if you are not satisfied with our handling of your Personal Data; or how we deal with a related request.

Is your information used for any automated decision making?

We will not process your Personal Data for the purpose of automated decision making.

Will your information be transferred overseas?

From time to time, our suppliers may store and process your data outside the European Economic Area (EEA), in the United States.

When this occurs, your Personal Data is safeguarded by our policy of using suppliers who have adopted European Union (EU) Model Clauses; or who hold a current Privacy Shield certification for their US-based operations.

What are our contact details?

This Privacy Notice is issued by .

Our principal place of business is .

You can contact us:

- ! By post, using the postal address given above.
- ! By Telephone, on the contact number published on our website.
- ! By email using gary@alanheathandsons.co.uk