



27<sup>th</sup> November 2024

## Data Privacy Notice for Websites:

### 1.WHO WE ARE AND IMPORTANT INFORMATION

We are Sam's Gutters Limited, trading as Sam's Gutters or Sam's Gutters & Roofs. We are located at 91-93 Lingfield Road, East Grinstead, RH19 2EL. For queries relating to data privacy on our website please call 02045247971 or email [katy@samsgutters.net](mailto:katy@samsgutters.net)

### 2.THE PERSONAL DATA WE COLLECT ABOUT YOU

We collect locational data, identity data, financial data (if you chose to provide it although not a necessity) and contact data.

**Financial Data:** payment card details – this is not needed by us but you may chose to save your card.

**Transaction Data:** details about payments to and from customers/other details of products customers have purchased / services provided / services quoted for.

**Technical Data:** IP address/browser data/browser type and version/location/operating system and platform/other technology on the devices users use to access the website.

**Profile Data:** Name/location/purchases and/or orders made, user/customer preferences/feedback.

**Usage Data:** information about how the user uses the website, products and services.

**Marketing and Communications Data:** the user's preferences in receiving marketing from the business and third parties, and the users' communication preferences.

### 3.HOW WE COLLECT YOUR PERSONAL DATA

•**Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our cookie policy for further details. <https://samsgutters.net/our-policies/>

•**Third parties or publicly available sources.** We may receive personal data about you from various third parties:•Lead Generation Sites •Analytics providers such as Google based outside the UK; or alternative search engine sites

- Contact, Financial and Transaction Data from providers of technical, payment and delivery services such as EUKHosting and Jobber based outside the UK.

- Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the UK.

- We frequently upgrade how we obtain Leads and process client data, please write to [katy@samsgutters.net](mailto:katy@samsgutters.net) or call 02045247971 for clarification.

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

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (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) (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)

#### 5. WHO WE SHARE YOUR PERSONAL DATA WITH

We only share your data with the afore mentioned in order to carry out the service requirements.

## **6. INTERNATIONAL TRANSFERS**

Where applicable, you need to confirm if your business intends to transfer the personal data to a recipient in a country outside the UK, and information about the appropriate or suitable safeguards adduced to secure the data and the means to obtain a copy of them. The ICO website has more information about international transfers.

## **7. DATA SECURITY**

In this section you need to explain the appropriate technical and organisational measures that you have in place to process data securely and to prevent personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

## **8. DATA RETENTION**

You must inform individuals the period for which the personal data will be stored, or, if that is not possible, the criteria used to determine that period.

## **9. YOUR LEGAL RIGHTS**

You have to inform individuals of their rights under the Data Protection Legislation. This includes:

- The right of access;
- The right to be informed;
- The right to rectification;
- The right to erasure;
- The right to restriction of processing;
- The right to withdraw consent where consent was the lawful basis for processing;
- Rights related to automated decision making (including profiling);
- The right to object to processing; and
- Right to data portability.

## **10. CHANGES TO THIS NOTICE AND YOUR DUTY TO INFORM US OF CHANGES**

You should provide information to the individual to confirm when you make changes to your website privacy policy. You should also request that individuals keep you informed if their personal data changes during their relationship with you.

## **11. QUERIES, REQUESTS OR CONCERNS**

State who in your business deals with data matters. If you have a Data Protection Officer or Representative, you should add that information and contact details. You must also mention the individual's right to lodge a complaint with the ICO.