



## Privacy Policy

This privacy policy explains what personal data is and how any personal data we collect from you, or that you provide to us will be used. Please read the following carefully to understand our practices.

### Topics:

1. Information about Panel Perfect PDR Ltd
2. What is personal data?
3. What information do we collect about you?
4. How is your information collected and stored?
5. How will we use the information about you?
6. Cookies
7. Marketing
8. Access to information and correction
9. How to make a complaint
10. Changes to our privacy policy
11. How to contact us

### 1. Information about Panel Perfect PDR Ltd

Registered in England & Wales, Company No: 10103467, Registered Office: 34 Fernleigh Crescent, Cheltenham, Gloucestershire, GL51 3QL

I, Mark Clapham, am the Company Director of Panel Perfect PDR Ltd and I am responsible for your personal data. My contact details are:

Email: [mark@panelperfectpdr.co.uk](mailto:mark@panelperfectpdr.co.uk)

Tel: 07787 194511

Address: 34 Fernleigh Crescent, Up Hatherley, Cheltenham, Gloucestershire, GL51 3QL

## **2. What is personal data?**

Personal data is information relating to an identified or identifiable natural person, such as name, age, address, date of birth, gender and contact details.

Personal data may contain information that is known as 'sensitive' data. This may be information relating to an individual's health, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic and biometric data, or data relating to or sexual orientation. Data relating to criminal convictions and offences is also considered sensitive data.

## **3. What information do we collect about you?**

Website usage information is collected using cookies (please see section 6, Cookies, for further information)

The personal data we collect about you is relevant to the service you use.

The personal data required to ensure we meet all our professional, legal and regulatory obligations includes:

- Full name
- Contact details (address, telephone numbers and email address)

If you object to the collection and use of your personal data, we may be unable to provide you with our services.

## **4. How is your information collected and stored?**

We will collect all relevant personal data during your first contact with us by phone, email or otherwise. It is a contractual obligation to provide us with accurate information so that the service we provide is professional.

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.

- All information is paper based, only your name and contact details are kept electronically.
- All paper documents detailing your information are stored in a secure, locked cupboard, no unauthorised persons are allowed to access it.
- Your name and contact details are the only data kept on a customer database which is password protected so no unauthorised persons can gain access.
- When required, data will be deleted and/or confidentially shredded and disposed of in-line with confidentiality procedures.

Data is stored securely until such time as you request deletion or for 6 years after you cease being customers for tax purposes.

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 where we are legally required to do so.

## **5. How will we use the information about you?**

We use your information collected from the website to improve your repeat visits to our website (please see section 6, Cookies, for further information)

Your personal data will only be used in-line with our services and so that we can:

- Register you as a new client and keep your information accurate and up to date
- Process and deliver your service in a professional manner
- Manage payments, fees and charges
- Manage our relationship (notify you of changes to our privacy policy, ask you for customers reviews)
- Deliver relevant advertisements and recommendations of services which may be of interest

Your personal data will be treated as strictly confidential and will not be shared with third parties for marketing purposes. In certain circumstances we may have to share specific personal data (name and contact details) with the following parties set out below:

- Professional accountant for accounting services
- HM Revenue & Customs who may require reporting of processing activities in certain circumstances

These third parties respect the security of your personal data and treat it in accordance with the law and all regulations.

## **6. Cookies**

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information e.g. how long visitors stay on our website. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information visit [www.google.com/policies/technologies/cookies](http://www.google.com/policies/technologies/cookies)

You can set your browser not to accept cookies and the above website tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

## **7. Marketing**

We would like to send you further information about our services, special offers, e-newsletters and any important information about the company itself.

We'll use your email or telephone number to contact you according to your preferences. To update how you would like to be contacted (by phone, text or email) please email me at [mark@panelperfectpdr.co.uk](mailto:mark@panelperfectpdr.co.uk)

If you have previously told us that you don't want to receive information, we'll continue to respect your wishes.

If you have already consented to receive information, you may opt out at any time.

If you no longer wish to be contacted and wish to opt out, please email me at [mark@panelperfectpdr.co.uk](mailto:mark@panelperfectpdr.co.uk)

## 8. Access to your information and correction

Under the data protection laws, you have 'Individual Rights'. The following list details what this means:

- The **right to be informed** about the personal data being processed;
- The **right of access** to your personal data;
- The **right to object** to the processing of your personal data;
- The **right to restrict** the processing of your personal data;
- The **right to rectification** of your personal data;
- The **right to erasure** of your personal data;
- The **right to data portability** (to receive an electronic copy of your personal data);
- Rights relating to automated decision making including profiling.

You can see more about these rights at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights>

If you wish to exercise any of the rights set out above, please email me at [mark@panelperfectpdr.co.uk](mailto:mark@panelperfectpdr.co.uk) or write to me at 34 Fernleigh Crescent, Up Hatherley, Cheltenham, Gloucestershire, GL51 3QL.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights).

We may need to request specific information from you to help 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 my response.

We will respond to all requests within one month.

You have the right to complain to the Information Commissioner's Office (ICO) if you are concerned about how your data is handled.

ICO helpline telephone: 0303 123 1113

Website: [www.ico.org.uk](http://www.ico.org.uk)

## 9. How to Make a Complaint

To exercise all relevant rights, queries or complaints, please in the first instance contact me, Mark Clapham at [mark@panelperfectpdr.co.uk](mailto:mark@panelperfectpdr.co.uk)

## 10. Changes to our Privacy Policy

We keep our privacy policy under regular review. Any changes we make to our privacy policy in the future will be posted on our website and where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

## **11. How to contact us**

Please contact me if you have any questions about our privacy policy or the information we hold about you.

Full Name: Mark Clapham

Tel: 07787 194511

Email: [mark@panelperfectpdr.co.uk](mailto:mark@panelperfectpdr.co.uk)

Address: 34 Fernleigh Crescent, Up Hatherley, Cheltenham, Gloucestershire, GL51 3QL

Mark Clapham

Last Updated 17<sup>th</sup> May 2018