

<b>Customer and Supplier Privacy Notice</b>	
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## **1. Introduction**

Pendle Doors Limited takes the privacy rights of customers and suppliers seriously. The information on this page will help you understand what personal data Pendle Doors collects, why we collect it, what we do with it and for how long it will usually be retained, as well as what rights you have over your data and how you can exercise them.

This policy applies to all of our business activities, whenever we collect personal data applicable to both customers and suppliers.

## **2. Data controller details**

Pendle Doors take ultimate responsibility for data protection.

The Company is a data controller, meaning that it determines the processes to be used when using your personal data. Our contact details are as follows:

Pendle Doors Limited  
Anchor Mill, Moss Fold Road, Darwen, BB3 0AQ

Email: [info@pendledoors.co.uk](mailto:info@pendledoors.co.uk)  
Telephone: 01254 870850

## **3. Data protection principles**

In relation to your personal data, we will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

## **4. The information we hold about you**

In the course of our relationship, Pendle Doors collects and stores contact information for customers and suppliers some of which is personal information about you. This information may fall in to the following categories:

- Personal and contact details including full names, job titles, workplace emails addresses, telephone numbers, postal addresses, our contact history and car registration number if you visit one of our sites.
- Potential CCTV images if you come to one of our sites.

- Marketing and data analysis including history of our communications, information about our products and services we think may be of interest to you and data analysis to help target products, services or information you may find useful.

## **5. How your personal information is collected**

We collect personal information about customers and suppliers by the use of email, telephone, face-to-face meetings or via the website contact form. In addition, we may collect information from you if you participate in one of our charity events or attend a marketing event (i.e. Expo, conference, business event).

This personal information is from the following sources:

- You.
- Information generated about you when you use our products and services.
- Referrals from our business partners / agents / distributors.
- Social media, internet, news articles, Expo and marketing events, charity events.
- If you attend one of our sites.

## **6. How we use personal information about you**

We will use the personal information we collect about you for the following purposes:

- Maintaining our records.
- Managing the products and services we supply.
- Managing and operating our business processes.
- To keep records of communications between us.
- To fulfil our contractual obligations to you.
- Market research and analysis.
- Direct marketing of products and services which we think may be of interest to you via telephone, email, post and social media. These may include customer feedback surveys, brochures and leaflets, digital newsletters and updates on new products and services we offer.

## **7. Legal grounds for processing your personal information**

The legal grounds for processing your personal data applies where we have a legitimate interest and for you to obtain the greatest benefit from our products, services and business relationship including:

- All stages and activities relevant to the delivery of products and services, from initial enquiry, assessment of suitability for intended purpose, quotation, order

processing, fulfilment, dispatch, administration and management of accounts and collection of invoiced sums due.

- To perform, manage, test and improve the performance of our products, services and internal processes.
- To follow guidance and recommended best practice of government and regulatory bodies.
- For market research, analysis and statistical evaluation.
- For direct marketing and sales.
- Where we need to share your personal information with people or organisations in order to run our business or comply with any legal and/or regulatory obligations.
- Presentations, posters and other technical literature.
- For historical purposes.
- The delivery of technical support services.
- Updating your records.
- Sharing your personal information with business partners to assist in the delivery and management of the products and services your organisation has purchased.

## **8. Data sharing**

Pendle Doors shares your personal data internally for the purposes of executing our obligations to you under the terms of our contractual relationship or for other legitimate business interests.

Pendle Doors does not share your personal data with third parties. If we were to do this in the future for any reason, you would be notified accordingly.

## **9. Right to withdraw consent**

If you no longer wish to receive direct marketing communications or contact from our Sales team or other departments you can simply opt out by contacting us at [info@pendledoors.co.uk](mailto:info@pendledoors.co.uk).

Once we have received notification that you have withdrawn your consent, subject to our retention policy, we will dispose of your personal data securely.

## **10. Data security**

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

In the event of a suspected data security breach, we will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

## 11. Automated decision making

We will not make decisions based solely on automated decision making that have significant impact on you.

## 12. Data retention

We will continue to retain your personal information providing:

- You remain an appropriate contact to enable Pendle Doors to exercise its obligations to you under the terms of our contractual relationship
- You remain an appropriate contact for Pendle Doors to continue managing its relationship with you for legitimate business interests
- You have not withdrawn consent to receive direct marketing communications or newsletters by email, post or telephone

If none of the above apply then we will securely destroy your personal information in accordance with our data retention policy and with due consideration of legal and regulatory requirements or guidance on retention.

## 13. Rights of access, correction, erasure and restriction

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a “data subject access request”). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information 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 information where you have exercised your right to object to processing.
- **Object to processing** of your personal information 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. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact Pendle Doors in writing by emailing [info@pendledoors.co.uk](mailto:info@pendledoors.co.uk).

#### **14. CCTV policy – a brief overview**

The company uses closed circuit television (CCTV) images to protect the Company's property and to provide a safe and secure environment for employees and visitors (including customers and suppliers) to the Company's business premises. The policy sets out the details of how the Company will collect, use and store CCTV images. For more information on your privacy rights associated with the processing of your personal data collected through CCTV images please refer to the CCTV policy.

#### **15. Making a complaint**

The supervisory authority in the UK for data protection matters is the Information Commissioner's Office (ICO). If you think your data protection rights have been breached in any way by us, you are able to make a complaint to the ICO.

#### **16. Monitoring and review**

This policy was last updated on 6<sup>th</sup> December 2023 and shall be regularly monitored and reviewed, at least every two years.

#### **17. Associated policies**

For further information, please refer to the following:

CCTV policy

Employee privacy notice

Data protection policy