

Datel Electrical Ltd Privacy Policy

Your personal data is important to us and the purpose of this Privacy Policy is to explain how we, Datel Electrical Ltd, use any personal information that we collect about you in our general business operations, in our marketing activity as well as when you use the Datel Electrical website.

Datel Electrical Ltd is an electrical services provider, our registered office address is Datel Electrical Ltd, The Office, Torquay Road, Aller, Kingskerswell, TQ12 5AT and our company registration number is 07198687.

This Privacy Policy will detail the following:

1. Our Privacy Promise
2. What personal data we may collect from you and how we use your personal data
3. Providing your personal data to others
4. Website Cookies
5. How you can access, update and remove your personal data from our system
6. Retaining personal data
7. Other websites
8. Keeping your data secure
9. Changes to our Privacy Policy
10. How to contact us

1. Our Privacy Promise

We are committed to safeguarding the privacy of our customers, enquirers, suppliers and all of those who visit the Datel Electrical website.

We take the collection, use and storage of your personal data very seriously and we promise to do our utmost to handle your personal data in a way that you would reasonably expect and ensure its stored in a highly secure environment.

In this policy, "we", "us" and "our" refer to *Datel Electrical Ltd.*

2. What information/personal data do we collect from you?

a) When using our website, we may process personal data such as:

- Your IP address
- Your geographical location (country & city)
- Your browser type and version
- Your operating system
- Referral source (i.e. where you found the Datel Electrical website such as Google Search, Facebook, Twitter etc.)
- Length of visit (i.e. how long you're on the Datel Electrical website)
- Page views
- Website navigation paths (i.e. what pages you visit when on the Datel Electrical website)
- Information about the timing, frequency and pattern of your website use when visiting & using the Datel Electrical website.

The source of the data detailed above is collected via Google Analytics which use **'Cookies'** to collect this data. The reason for collecting this information is to help us understand website traffic so we can understand:

1. Who uses our website
2. How people find our website
3. How people use our website.

This data helps to ensure that potential customers can easily find our website and that they can easily source information when using our website. We use this information to help improve our website's functionality and ultimately our user's experience. *For more information on Cookies, please refer to section 4 of this policy.*

There are 2 legal bases for the use of Cookies on our website:

1. For Cookies which track website visitor activity via Google Analytics, as previously detailed, is **'Consent'**. When you first visit the Datel Electrical website, we will ask

you to accept our use of our tracking cookies in accordance with the terms of this policy via our cookies pop-up banner.

2. Some of the Cookies used on our website are needed for operational purposes and are absolutely necessary for our website to function, and therefore the legal process for the use of these operational cookies is '**Legitimate Interests**'. We will not use these operational cookies to process any personal data.
- b) We may process data contained in any enquiry you submit to us regarding our electrical services. This can be through the contact form on our website or by contacting us via phone, email or direct message through one of our social media channels. Personal data collected may be as follows:
- Your full name (first and surname)
 - Your email address (personal or business)
 - Your contact phone number (personal or business)
 - Should you request a home/business visit for a formal quotation, we will also acquire home/business address information

This data will be used to contact you to discuss the points contained in your initial submitted enquiry. If we have provided a quotation, this quotation is kept on our system for the purposes of record keeping and will be kept for no-longer than 5 years. Holding onto data allows us to keep accurate records for tax purposes, to handle any future complaints/issues and for reasons detailed in Section 2e of this Privacy Policy.

For all other enquiries submitted by email, phone, website contact form or social media direct messaging, the legal basis for data processing is '**contractual**' as it's for the purpose of full-filling a requested service.

- c) We may process data received from a third-party organisation, 'Homeserve'. Homeserve are an insurance company providing home repairs & maintenance cover to individuals across the UK, including Electrical services. Datel Electrical are Homeserve approved electrical service suppliers and therefore many of our customers are referred to us through this insurance company. In such circumstance, we receive personal data including first & last names, phone numbers and home/business addresses. We will use this personal to data to contact the customer and to fulfill a required electrical service, as detailed in Section 2b of this Privacy Policy.

For more information on how Home Serve collect, use and store personal data, you can read their Privacy Policy here: <https://www.homeserve.com/uk/about/privacy->

[policy](#). Datel Electrical have no involvement in how Homeserve collect, use & store personal data, we simply receive data for the purposes of fulfilling a requested service.

d) When subscribing to receive email marketing communications from Datel Electrical Ltd, such as promotional emails and e-newsletters, we will collect the following personal data from you:

- Your full name (first and surname)
- Your preferred email address

The legal basis for this data processing is '**consent**'. We will never send marketing emails to anyone who **has not positively opted-in** to receive these communications.

You can opt-out of receiving email marketing communications by following the unsubscribe process which is supplied via a link at the bottom of our marketing emails or by:

- Emailing: info@datelectrical.co.uk
- Calling: 01803 874074
- Writing a letter to: Datel Electrical Ltd, The Office, Torquay Road, Aller, Kingskerswell, TQ12 5AT

Our email marketing communications are distributed via our chosen email supplier 'MailChimp' a leading marketing automation platform. Your personal data (full name and email address) will also be stored on the MailChimp platform. MailChimp is situated in the U.S, The European Commission has made an "adequacy decision" with respect to the data protection laws of each of these countries. Transfers to the U.S. will be protected by appropriate safeguards, namely the use of standard data protection clauses adopted or approved by the European Commission. MailChimp is a highly secure system and are members of the ANA, ESPC, OTA, and MAAWG. MailChimp also retain a law firm in the UK to consult on EU privacy issues. To find out more information on MailChimp's security policies, please visit: <https://mailchimp.com/about/security/>

e) We may contact you using any of your personal data identified in this policy in the circumstance that it's within our customers **best interests**, with '**Legitimate Interests**' being the legal basis for this processing of data. An example of this would be if there is a product recall issued by one of our suppliers and if we have installed the recalled product into your home or business premises (such as a Dimplex Heating System). In this circumstance, we would contact you to notify you of this product recall and to determine an appropriate method of resolution. We feel as

though it's our responsibility, as an electrical service supplier, to notify customers of any developments which may impact upon their safety or general day-to-day living.

- f) We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defense of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is '**Legitimate Interests**', namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.
- g) We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is '**Legitimate Interests**', for the proper protection of our business against risks.
- h) In addition to the specific purposes for which we may process your personal data provided in this Privacy Policy, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of other individuals.

3. Providing personal data to others

We do not disclose your personal data to any third parties, except for the purposes of fulfilling a service contract or when we are required to do so by law for information such as a court order, witness summons, or complaint from governmental authorities.

The below details other circumstances when your details may need to be supplied to others outside of Datel Electrical Ltd:

- a) We may disclose your personal data to our insurers and/or professional advisers as reasonably necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defense of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- b) We may disclose your personal data such as your last name and home address, to our suppliers or subcontractors as reasonably necessary for the purposes of fulfilling a service contract. For example, in the circumstance of ordering supplies from our suppliers we may use your surname as an order/quote reference. Also, on rare occasions it may be necessary for us to have supplies delivered to the site of where we are carrying out a project and in which circumstance we may provide address

information to our suppliers. We will ensure to ask for consent before providing personal data to our suppliers and subcontractors.

- c) Financial transactions and invoicing processes relating to our services is handled by the Datel Electrical Ltd team through the accountancy software, 'Sage'. Sage stores both customer & supplier data in relation to invoicing and processing payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds.

At the end of each financial year, we will share data contained on Sage such as full name's, home/business addresses, phone numbers, email addresses and banking information with our accountant only to the extent necessary for the purposes of processing our end of year accounts.

You can find information about Sage's privacy policy and practices at <https://www.sage.com/en-gb/legal/privacy-and-cookies/>.

- d) In addition to the specific disclosures of personal data set out in this section, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of other individuals. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defense of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

4. Website Cookies

'Cookies' are text files placed on your computer to collect standard internet log information and visitor behavior information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

For further information on cookies, please visit www.aboutcookies.org or www.allaboutcookies.org.

5. How you can access, update and remove your personal data from our system.

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please contact us via one of the following:

- a) **Email** – info@datelectrical.co.uk
- b) **Phone** – 01803 874074

- c) **Letter** - Datel Electrical Ltd, The Office, Torquay Road, Aller, Kingskerswell, TQ12 5AT

6. Retaining Personal Data

Personal data that we process for any purpose shall not be kept for longer than is necessary for that purpose.

If you are a customer or supplier of Datel Electrical, we will keep your contact information on file for as long as we are providing a service to you and/or require your on-going services. The legal processing of this data is **'contractual'**.

We delete all Word, Excel and pdf documents after 5 years and all paper documentation is confidentially shredded after a maximum of 7 years.

When processing your data for email marketing purposes, you are able to opt-out of receiving these communications by following the unsubscribe process which is supplied via a link at the bottom of our marketing emails or by:

- Emailing: info@datelectrical.co.uk
- Calling: 01803 874074
- Writing a letter to: Datel Electrical Ltd, The Office, Torquay Road, Aller, Kingskerswell, TQ12 5AT

Notwithstanding the other provisions of this section, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another individual.

7. Other Websites

Our website contains links to other websites. This Privacy Policy only applies to this website so when you link to other websites you should read their own Privacy Policies.

8. Keeping your Data Secure

We have put in place appropriate physical and electronic measures, security policies and managerial procedures to safeguard and secure all personal data that we have under our control.

Only authorised employees will have access to your personal information. All employees who have access to your personal data are contractually obliged to respect the confidentiality of your personal data.

A few examples of how we ensure the security of your data are as follows but are not limited to:

- Password protected files
- Highly-secure anti-virus protection
- Secure third-party cloud-based programmes

9. Changes to our Privacy Policy

Please note that we keep our Privacy Policy under regular review and may be required to change this Privacy Policy from time to time, therefore we highly recommend that you review our Privacy Policy on a regular basis to ensure you're up to date on our latest personal data processing activities.

This Privacy Policy was last updated on 16th May 2018.

10. Contacting Us

Please contact us if you have any questions about our Privacy Policy or information we hold about you:

- a) **Email** – info@datelectrical.co.uk
- b) **Phone** – 01803 874074
- c) **Letter** - Datel Electrical Ltd, The Office, Torquay Road, Aller, Kingskerswell, TQ12 5AT