



GENERATOR HIRE / SALES & SERVICE

## Privacy & Cookie Policy

### This policy explains:

1. Who we are
2. Information we may collect about you
3. How we collect your data
4. Cookies we use on our site
5. Third party cookies
6. Where we store your personal data
7. How we store and process your information
8. Uses made of the information
9. Disclosure of your details to third parties
10. Security of your personal information
11. Data retention
12. Your legal rights
13. Notification of changes to our privacy policy
14. Contact details and further information

If you have any questions, please contact James Addicott using the contact details as set out on our website.

### 1. Introduction

1.1 We are committed to protecting and respecting your privacy.

1.2 This Privacy & Cookie Policy (together with our Terms of Use and Trading Terms (if applicable)) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

1.3 We will use the information that we collect about you in accordance with:

- The Data Protection Act 1998
- The Privacy and Electronic Communications (EC Directive) Regulations 2003
- The EU General Data Protection Regulation (Regulation EU 2016/679), ('GDPR') which became effective from 25 May 2018



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1.4 For the purpose of the above legislation, we (as defined and detailed in our Site) are the data controller and processor.

## 2. Information we may collect from you

2.1 The types of personal data we will typically process are limited to the following:

2.1.1 Name and contact details – such as business address, contact details

2.1.2 Employment details – such as job title/position, office location

2.1.3 Financial information – such as banking details (business accounts)

2.1.4 CCTV footage – as part of surveillance for the purpose of crime prevention, crime detection and promoting public safety.

2.1.5 details of transactions you carry out through our Site or directly with us and the fulfilment of your orders;

2.1.6 information that you provide by filling in forms on our Site, including but not limited to, information provided at the time of registering to use our Site, subscribing to any service, posting material or requesting further services. We may also ask you for information when you enter a competition or promotion sponsored by us;

2.1.7 information from surveys that we use for research purposes, if you choose to respond to them;

2.1.8 communications you send to us, for example to report a problem with or submit a comment regarding our Site; and

2.1.9 details of your visits to our Site, including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.



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### 3. IP addresses and cookies

3.1 We may collect information about your computer, including, where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns and does not identify any individual.

3.2 For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our Site and to deliver a better and more personalised service. They enable us to:

3.2.1 estimate our audience size and usage pattern;

3.2.2 store information about your preferences, and so allow us to customise our Site according to your individual interests;

3.2.3 speed up your searches; and

3.2.4 recognise you when you return to our Site.

3.3 You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting, you may be unable to access certain parts of our Site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you use our Site. The "Help" menu of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. For more information about cookies and how to stop cookies being installed or how to delete existing cookies from your hard drive visit the following website: <http://www.allaboutcookies.org>.

### 4. What cookies are used on our Site

4.1 The cookies we and our business partners use on our Site are broadly grouped into the following categories:

Essential – Some of the cookies on our Site are essential for us to be able to provide you with a service you have requested. An example of this could be a cookie used to enable you to log into your account



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on our Site or which allows communication between your browser and our Site. Our cookie preference cookie described in the section “How can I reject or opt out of receiving cookies?” is also an essential cookie. You may not be able to use our Site without these cookies.

**Analytics** – We use analytics cookies to help us understand how users engage with our Site. An example is counting the number of different people coming to our Site or using a particular feature, rather than the total number of times the site or feature is used. Without this cookie, if you visited our Site once each week for three weeks we would count you as three separate users. We would find it difficult to analyse how well our Site was performing and improve it without these cookies.

**User Cookies** – We use cookies to improve your experience by remembering your preferences so we know how you like to use our Site. Examples of this would be remembering you so that you are served with the same content or to remember you when you come back to our Site.

**Social Sharing** – We use third party cookies to allow you to share content directly on the social networking/sharing sites like Facebook, Twitter or Google+. Examples would be if you wanted to “like” or “tweet” about us or our products or services. Please see our “Third Party Cookies” section below for more details.

**Interest-Based Advertising** – You will have noticed that when you visit websites you will be shown adverts for products and services you may wish to buy. The money made by website owners for showing third party adverts on their websites often pays for the cost of running the website and therefore usually allows you to use the website without having to pay a registration or usage fee. To try and ensure that the adverts you see are relevant to you third party cookies may be used to collect information about the types of things that interest you, for example websites you visit and the geography that you are based in. Having these cookies does not increase the number of adverts you will be shown, but simply makes the adverts you see more relevant. Please see our “Third Party Cookies” section below for more details.

## 5. Third party cookies

5.1 Some of the cookies described in the "What Cookies are used on our Site" section above are stored on your machine by third parties when you use our Site. Third parties may also read cookies on your browser to collect information or to serve content or advertisements to you. We have no control over these cookies or how the third parties use them. They are used to allow that third party to provide a service to us, for example analytics. For more information on these cookies and how to disable them, please see:



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5.1.1 Internet Advertising Bureau website at <http://www.youronlinechoices.com/> where you will be able to opt-out of receiving Interest-Based Advertising cookies from some of the third parties listed below; and/or

5.1.2 If you want to know more about how cookies work and how to manage or delete them, visit the World Wide Web Consortium's website: <http://www.w3.org/Security/Faq/wwwsf2.html#CLT-Q10>.

## 6. Where we store your personal data

6.1 When we use your information as described in this Privacy & Cookie Policy, this may occasionally involve sending your information around the world (and in particular where you are located within the European Economic Area (EEA), this includes sending it outside the EEA).

6.2 Unfortunately, the transmission of information via the internet is not completely secure. Although we employ security measures designed to protect your personal data, we cannot guarantee the security of your data transmitted to our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## 7. How we process and store your information

7.1 The data that we collect from you is processed by staff who work either for us or for one of our service providers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services.

7.2 Your data may be transferred to, and stored at, a destination outside the European Economic Area (EEA). It may also be processed by staff operating outside the EEA. By submitting your personal data, you agree to this transfer, storing and/or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy & Cookie Policy.

7.3 All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted. Where we have given you (or where you have chosen) a password which enables you to access certain features or parts of our Site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.



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7.4 As mentioned above, the transmission of information via the internet is not completely secure. We will do our best to protect your personal data and we recommend that you remember to close your browser when you have finished your user session. This will help to ensure that others do not access your personal information if you share your computer or use a computer in a public places such as a library or internet café.

## 8. Uses made of the information

8.1 We use information held about you in the following ways:

8.1.1 Contractual Purposes: to carry out our obligations arising from any contracts entered into between you and us, for example to fulfil your orders;

8.1.2 Legal Purposes: we may use personal information where we consider it necessary in order to comply with laws and regulations e.g. health and safety.

8.1.2 Legitimate Interest: to provide you with information, products or services that you request from us or which we feel may interest you, where you have indicated that you wish to be contacted for such purposes by post, email, SMS, telephone or other means of electronic communication;

8.1.3 to ensure that content from our Site is presented in the most effective manner for you and for your computer;

8.1.4 to allow you to participate in interactive features of our service, when you choose to do so; and

8.1.5 to notify you about changes to our service.

## 9. Disclosure of your information

9.1 We take care to allow access to personal information only to those who require such access to perform their tasks and duties in relation to the provision of our goods and services, and to third parties who have a legitimate purpose for accessing it to support these purposes. Whenever we permit a third party to access personal information, we will implement appropriate measures to ensure the information is used in a manner consistent with this Notice and that the security and confidentiality of the information is maintained.



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9.2 We may use your data, or permit selected third parties to use your data, to provide you with information about third party goods and services which may be of interest to you and we or they may contact you about these, where you have indicated that you wish to be contacted for such purposes by post, email, SMS, telephone or other means of electronic communication.

9.2 If you do not want us to use your data for direct marketing purposes, or to pass your details on to third parties for marketing purposes, please check or un-check (as directed) the relevant box situated on the form on which we collect your data.

9.3 Personal data relating to our customers and prospective customers may be shared with other members of affiliated company within our group for other legitimate business purposes such as IT service/security, tax and accounting, and general business management and for marketing purposes.

9.4 We make certain personal information available to third parties who provide services to us. We do so on a “need to know basis” and in accordance with applicable data privacy law.

9.5 We may also disclose personal information to third parties on other lawful grounds, including:

9.5.1 To comply with our legal obligations, including where necessary to abide by law, regulation or contract, or to respond to a court order, administrative or judicial process, including, but not limited to, a subpoena, government audit or search warrant;

9.5.2 In response to lawful requests by public authorities (including for national security or law enforcement purposes)

9.5.3 As necessary to establish, exercise or defend against potential, threatened or actual litigation;

9.5.4 Where necessary to protect the vital interests of our employees or another person

9.5.5 In connection with the sale, assignment or other transfer of all or part of our business; or

9.5.6 With your expressed content.

## 10 Security of Information

10.1 We have put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any



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third parties we use for processing your personal information do the same and that they will only process your personal information on our instructions. The third parties will also be subject to a duty of confidentiality.

10.2 We will not transfer, process or store your data anywhere that is outside of the European Economic Area, unless we have a contractual agreement in place that is of an equivalent standard to GDPR.

## 11. Data Retention

11.1 We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

11.2 To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

## 12. Legal Rights

12.1 You have a number of additional legal rights relating to your personal data, which are outlined here:

- The right to make a subject access request. This enables you to receive certain information about how we use your personal data, as well as to receive a copy of it and to check that we are lawfully processing it.
- The right to request that we correct incomplete or inaccurate personal data that we hold about you.
- The right to request that we delete or remove personal data that we hold about you 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 data where you have exercised your right to object to processing (see below).
- The right to object to our processing your personal data where we are relying on our legitimate interest (or those of a third party), where we cannot show a compelling reason to continue the processing
- The right to request that we restrict our processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- The right to request that we transfer your personal data to you or to another party, in a structured format. This right applies in respect of data that you have provided where our legal ground



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for using the data is that it is necessary for the performance of a contract or that you have consented to us using it (this is known as the right to “data portability”).

12.2 If you would like to exercise any of the above rights or have any questions or concerns about how your personal data is being used by us, please contact James Addicott in writing by email (see website for details). Note that these rights are not absolute and in some circumstances we may be entitled to refuse some or all of your request.

12.3 Note too that you have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues. Details of how to contact the ICO can be found on their website: <https://ico.org.uk>

12.4 The Site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

#### 12.5. Access to your information

12.5.1 The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

### 13. Changes to this Privacy & Cookie Policy

13.1 We may update this Privacy & Cookie Policy from time to time so you may want to check it each time you give us personal information or look at or change your personal details on our Site.

### 14. How to contact us

14.1 If you have any questions, comments or requests regarding this Privacy & Cookie Policy, please feel free to contact us by using the details set out on our Site.



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