

Data protection & privacy policy

Context and overview

Key details

- **Policy prepared by** Michael Whitfield, Simon Weise & Guy Statham
- **Approved by board on:** 09/09/2020
- **Policy became operational on:** 14/09/2020
- **Next review date:** 01/09/2021

Introduction

Advance TM Group Ltd needs to gather and use certain information about some individuals. These can include customers, suppliers, business contacts, employees and other people the organisation has a relationship with or may need to contact.

Within this policy we will describe how this personal data must be collected, handled and stored to meet the company's data protection standards and to comply with the law. It will also set out how Advance TM Group Ltd uses and protects any information that is given to Advance TM Group Ltd when you use this website.

Advance TM Group Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Advance TM Group Ltd may change this policy from time to time by updating this page. You should therefore check this page periodically to ensure that you are happy with any changes.

Why this policy exists

This data protection policy ensures that Advance TM Group Ltd;

- Complies with data protection law and follow good practice
- Protects the rights of staff, customers and partners
- Is open & transparent about how it stores and processes individuals' data
- Protects itself from the risks of a data breach

What we collect

The primary method of collecting data will be via telephone, however we will also collect data through our website using cookies. We collect the following information:

- Name and job title
- Contact information including email address & business telephone number
- Demographic information such as postcode
- Other information relevant to customer surveys and/or offers

What we do with the information we gather?

We require this information to understand your needs and provide you with a better service, in particular for the following reasons:

- Internal record keeping
- We may use the information to improve our products and services
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting, using the email address which you have provided. If you wish to opt out at any point, then you may do so.
- From time to time, we may also use your information to contact you for market research purposes.
- We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@advance-tm.co.uk

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

SUBJECT ACCESS REQUESTS

All individuals who are the subject of personal data held by Advance TM Group Ltd are entitled to:

- Ask what information the company holds about them and why.
- Ask how to gain access to it.
- Be informed how to keep it up to date.
- Be informed how the company is meeting its data protection obligations.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee may be payable.

If you would like a copy of the information held on you please write to Advance TM Group Ltd, Office 5, Unit 5, Venture Point, Stanney Mill Road, CH2 5BE.

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.