

# MIKE WYE

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## Privacy Policy

Mike Wye & Associates Ltd. have created this Privacy Policy to let our customers and potential customers know how seriously we take their right to privacy, and how we use information provided to us.

We do not sell or give away any personal details for use in marketing lists for cold calling, email marketing or otherwise. The information we collect and store is necessary to provide our very best service to you, the details of which can be found detailed below.

### **1. Controlling Personal Information**

Mike Wye & Associates Ltd. is a "data controller". This means we are required under data protection legislation to notify you of how we will, collect process and store your personal data.

### **2. What are our obligations to you in relation to how we process your personal data?**

We are required by law to ensure that when processing any of your personal data that it is:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you.
- Accurate and kept up to date.
- Kept in a form which permits you to be identified for only as long as necessary for the valid purposes.
- Kept securely.

### **3. What personal data will we collect, use and store about you?**

In order to process quotations and sales enquiries we receive and store the following information about you:

- Your name, address and contact details, including email address and telephone number;
- Details of other addresses linked to you or your client(s) which may be required for delivery purposes;
- Email communications relating to enquiries and sales.

You can choose not to provide certain information but this may limit the accuracy of quotations or prohibit the successful processing of sales.

### **4. How do we collect your personal data?**

We will collect this information:

- From online quotation requests or newsletter subscriptions via our website: [www.mikewye.co.uk](http://www.mikewye.co.uk)
- Via email;
- Over the phone;
- In person.

We also use website Cookies to enable our online systems to recognise your device and provide features to you.

### **5. Mike Wye & Associates Ltd. Email Newsletter**

As part of the registration process for our bi-monthly e-newsletter, we collect personal information in the form of an email address. We only use that information to send our e-newsletter and do not use it for any other marketing purposes. We do not rent or trade email lists with other organisations and businesses.

We use a third-party provider, SendinBlue, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. You can unsubscribe to our newsletter at any time by clicking the unsubscribe link at the bottom of our emails or by contacting us at [sales@mikewye.co.uk](mailto:sales@mikewye.co.uk)

### **6. Will we share your personal data with third parties?**

We employ the services of third party companies and individuals to compliment and complete many processes. Examples include:

- Delivering materials by freight or courier;
- Sending postal mail;
- E-mail newsletters;
- Processing credit and debit card payments.

Our professional partners have access to personal information needed to perform their functions but may not use it for other purposes. Further, they must process the personal information in accordance with this Privacy Policy and as permitted by applicable data protection laws.

If we need to transfer personal information to countries outside of the European Economic Area we will ensure that the information is transferred in accordance with this Privacy Policy and as permitted by the applicable laws on data protection.

## 7. How do we ensure your personal data is secure?

We take your privacy and protection of data very seriously. Consequently, we have put in place appropriate security measures to prevent unauthorised use of your personal data. Details of the measures which are in place can be obtained from the Data Protection Officer at Mike Wye & Associates Ltd.

We will notify you and any applicable regulator of any suspected unauthorised use of your personal data.

## 8. What rights do you have in respect of how we use your personal data?

Subject to legal limitations you have the right to:

- **Request access to your data:** You can ask us to provide a copy of the personal data we hold about you.
- **Request corrections to be made to your data:** If you think that your personal data is incomplete, inaccurate you can ask us to correct it.
- **Request erasure of your data:** If you consider there is no lawful basis for us to continue processing your data you can ask for that data to be deleted or removed.
- **Object to the processing of your data:** If our lawful basis for processing your data relates to a legitimate business interest (or third-party interest) you can raise an objection to that interest. You can also object to us using your information for direct marketing purposes.
- **Request that processing restrictions be put in place:** If you believe that your information is being processed without a lawful reason or that the information is incorrect you can request that a freeze/restricting is placed on the processing of the information until your concerns are addressed.
- **Right to withdraw your consent:** If we have asked for your written consent to obtain information, you have the right to withdraw your consent at any time. To withdraw your consent please contact us. Once we receive your notice of withdrawal we will cease processing your data unless we have any other lawful basis on which to continue processing that data.

If you wish to exercise any of the above rights please contact our Data Protection Officer at [sales@mikewye.co.uk](mailto:sales@mikewye.co.uk)

You will not be expected to pay a fee to obtain your personal data unless we consider that your request for access to data is unfounded or excessive. In these circumstances we may charge you a reasonable fee or refuse to comply with your request. We may also charge a reasonable fee where we have supplied a copy of your personal data and you then request another copy of the same information.

Whenever you make a request for access to personal data, to ensure that we are releasing personal data to the correct person we may ask questions to confirm your identity.

## Who is responsible for ensuring that rights and obligations under this privacy notice are met?

We have appointed a Data Protection Officer to ensure that your personal information is handled in accordance with this privacy notice, the data protection laws and any changes that might be made to those laws. If you have any concerns or complaint relating to how we process your personal data you are entitled to contact the Information Commissioner's Office. This office oversees all UK data protection issues.

## 9. How to make a complaint

To exercise all relevant rights, queries or complaints please in the first instance contact our Data Protection Officer on 01409 281644.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the Information Commissioners Office by phone on 0303 1231113, via email <https://ico.org.uk/global/contact-us/email/>, or by post at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.