

Protecting your privacy

Introduction

This privacy notice describes how Select Appliances collect and use the personal information of our customers and prospective customers in accordance with the General Data Protection Regulation [GDPR] and other relevant legislation.

To give you the best service and experience we need to gather certain data. We want to be transparent about why we need the personal details we request when you engage with us and how we use and store them.

We will protect the privacy and security of your personal information and will always take all reasonable steps within our power to keep your information safe.

Please read this policy carefully and any other documents we may refer to so that you can understand how we collect, why we use and how we store your personal information.

By providing us with your personal information, you consent to our collection and use of any information you provide in accordance with our privacy policy.

Data Protection Principles

We comply with the principles of data protection law which says that the personal information we hold about you must be:

Used lawfully, fairly and in a transparent way.

Collected only for valid purposes which we have explained to you.

Relevant to the purposes we have told you about and limited only to those purposes.

Accurate and kept up to date.

Kept only if necessary, which will be appropriate for the reason that data was collected.

Kept securely.

For the purposes of the General Data Protection Regulations (GDPR) the data controller is

Select Appliances Ltd, 253 Dean Cross Road, Plymstock, Plymouth, Devon PL9 7AZ.

You have the right to object to us processing your personal data. For more information about your rights and how you can exercise them please refer to the section **Your Rights**

Personal details we may collect and why.

Personal data, or personal information, means any information about an individual from which that person can be identified. We do not collect data from “special categories” which covers more sensitive personal data, for example ethnicity.

We collect information every time you interact with us. The information we may collect is required and used for the following reasons.

We may collect the following data about you:

Contact details: your name, address, email and telephone number so that we may contact you in response to an enquiry you make via our website or in relation to the products and services we provide or to keep you informed on the progress of any order for goods or services you have with us.

Correspondence: we may contact you by letter or email to keep you updated on the progress of your order, to offer further services as appropriate, for example to remind you to have your gas appliances serviced for safety.

Survey responses: we may contact you to complete a survey regarding your experience with us to continually improve our service to you. You may choose not to respond to them.

Cookies

What are Cookies?

We collect information about your use of our site through cookies. Cookies are information that files store on your computer, tablet or smartphone that help websites remember who you are and information about your visit. Cookies can help to display the information on our site in a way that matches your interests. Most major websites use cookies.

What cookies are used on this site?

The cookies we and our business partners use on our Site are broadly grouped in to the following categories.

What cookies are used on this Site?

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 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.

How can I reject or opt out of receiving cookies?

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>.

Third party cookies

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:

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

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.

How we use your personal data

We use your personal data for the following purposes:

To provide you with the products and services you have requested.

We use your personal data to accept you as a new or returning customer to provide you with the products and services you have purchased in accordance with our conditions of sale.

To send you service communications, including in relation to changes to our Trading Terms or Terms of Trading.

We use the contact details you have provided to us so that we can communicate with you about the products and services we provide. We will also use this information if we need to contact you about any changes to those products and services or to the Trading Terms or Terms of Trading between us or to any related information.

Direct Marketing (including by third parties)

If you have provided your consent or we otherwise have the right to do so, we may use your contact details to send you direct marketing and keep you informed of promotional offers by email, SMS, post or telephone. We will only send you information that we feel is relevant.

You can unsubscribe from our direct marketing at any time by clicking the “unsubscribe” link in any of our emails or by contacting us.

To track your usage of our website.

We use cookies and similar technologies to track your activity on our website so that we can provide important features and functionality, monitor its usage for our analytics and ultimately provide a more personalised experience for our customers.

To provide and improve customer support.

We use your personal data to be able to provide and improve the customer support we provide for you on an ongoing basis. For example to let you know when your gas appliances are due to be serviced which may be a condition of the manufacturers guarantee.

To investigate, detect and prevent fraud and comply with our legal requirements.

In certain circumstances, we use your personal data only to the extent required in order for us to comply with our legal obligations, including for fraud detection, investigation and detection purposes. This may require us to provide your personal data to law enforcement agencies if they request it.

Legal Grounds for Processing

Data protection law requires us to only process your personal data if we satisfy one or more legal grounds. These are set out in data protection law and we rely on a number of different grounds for the processing we carry out.

These are as follows:

Consent

In certain circumstances, we process your personal data after obtaining your consent to do so for the purposes of:

- *Sending you marketing communications about our goods and services.
- *Conducting feedback and ratings for our business.
- *Sharing your name, email, postal address and telephone number with our trusted business partners.
- *Obtaining a credit rating for offering finance terms with certain products.

The following are a few examples of when we do this:

Registering a product for guarantee

Requesting a review for Yell, Facebook, Trading standards or Google. You are not obliged to respond to these surveys.

Necessary for the performance of a contract and to comply with our legal obligations.

It is necessary for us to process your basic contact details, payment method [cash, cheque or card] date of purchase and or installation date and products purchased, we rely on this legal ground to:

- *Provide you with products and services.
- *Communicate with you about the products and services that we provide to you, including letting you know about major changes to those products and services or to the Trading Terms or Terms of Trading between us or to any other relevant information.

For example, a product may be withdrawn or have changes to its specification.

- *To provide and improve customer support.

For example, if you have a fault with a product within its guarantee period.

- *To notify you about changes to our service.
- *To notify certain installation work to Gas Safe as part of our legal obligation and for you to be issued with a Gas Safe certificate which forms part of building regulations.

If you choose not to give some, or all of the aforementioned information to us, this may affect our ability to provide our products and services to you.

In certain circumstances, we also use your personal data only to the extent required to enable us to comply with our legal obligations, including to detect, investigate and prevent fraud.

Necessary for the purposes of our legitimate business interests or those of a third party.

It is sometimes necessary to collect and use your personal data for the purposes of our legitimate interests as a business, which are to:

*Provide you with products and services that are useful and beneficial to you.

For example, we may collect more detailed information on a site survey to establish suitability of a product for the purposes of the installation requirements and in the preparation of a quotation.

*Develop and improve our site to enhance customer experience.

*Train our staff to provide you with a better customer experience.

*Respond to any enquiries or complaints you have made, or deal with any dispute which may arise whilst providing our goods and services to you.

For example, if you require assistance on a product or service you may have purchased from us.

*To ensure that content from our site is presented in the most effective manner for you and your computer or mobile device.

*Ensure effective operational management and internal administration of our business, document retention, compliance with regulatory guidance and exercise or defence of legal claims.

Where we think there is a risk that one of your interests or fundamental rights and freedoms may be affected we will not process your data unless there is another legal ground for us to do so (either that we have obtained your consent to the processing or it is necessary for us to perform our contract with you or to comply with our legal obligations)

Who we share your personal data with

We may provide your personal data to our suppliers and service providers, including other companies, who provide certain business services for us and act as “processors” of your personal data on our behalf. In addition, we may disclose your personal data in order to comply with any legal obligations, or in order to protect the rights, property, or safety, of our business, our customers or others.

The following are examples of when this may occur,

To report a fault on a product that is under guarantee to the manufacturer in order to fulfil a legal obligation.

To arrange for the services of a chimney sweep, plasterer or electrician as part of the work we are carrying out for you which you will be made aware of.

To register your gas appliance to Gas Safe to enable them to issue a Gas Safe Certificate.

In some cases, the personal data we collect from you may, for the purpose set out above, be transferred outside the European Economic Area (EEA) and such destinations may not have the laws which protect your personal data to the same extent as in the EEA. We are required by data protection law to ensure that if we or our “processors” transfer your personal data outside of the EEA, it is treated securely and is protected against unauthorised access, loss or destruction, unlawful processing and any processing which is inconsistent with the purposes set out in this Privacy Policy.

How long we keep your personal data for

We retain your personal data for no longer than is necessary for the purpose(s) for which it was provided. What this means in practice will vary between different types of data, products purchased and our relationship with you.

When determining the relevant retention periods, we take in to account factors including:

- *Legal obligation(s) under applicable law to retain data for a certain period.
- *Statute of limitations under applicable law:
- * Potential or actual disputes.
- * Guidelines issued by relevant data protection authorities.
- * The nature and relevance of the data we hold.
- * Our relationship and history with you.
- * The lifespan of the product you have purchased from us so that we may assist you with repairs or parts.

For example, where we have supplied products to you we will keep a record of product details and any contact with you in relation to these products to provide a better and continuing service to you.

We will securely erase your personal data from our systems when it is no longer needed.

Your rights

You have the following rights regarding your personal data:

Right to be informed

You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data and your rights. That is why we are providing you with the information in this Privacy Policy.

Right of Access

You have the right to obtain access to your personal data if we are processing it). This is so you are aware and can check that we are using your personal data in accordance with data protection law. We may need to request specific information from you to help us to confirm

your identity and ensure your right to access your personal data. This is a security measure to ensure that personal data is not disclosed to any person who has no right to it.

Right to Rectification

You are entitled to have your personal data corrected if it is inaccurate or incomplete.

Right to Erasure

This is also known as ‘the right to be forgotten’ and, in simple terms, enable you to request the deletion or removal of your personal data where there is no compelling reason for us to keep using it. This is not a general right to erasure: there are exceptions.

Right to restrict Processing

You have the right to “block” or suppress further use of your personal data in certain circumstances. When processing is restricted, we can still store your data, but may not use it further.

Right to object to processing

You have the right to object to us processing your personal data for our legitimate business interests or for direct marketing processes.

Right to withdraw consent to processing

If you have given your consent to us to process your personal data for a particular purpose (for example direct marketing) you have the right to withdraw your consent at any time (although if you do so, it does not mean that any processing of your personal data up to that point is unlawful).

Right to make a complaint to the data protection authorities

You have the right to make a complaint to the Information Commissioner’s Office (ICO) if you are unhappy with how we have handled your personal data or believe our processing of your personal data does not comply with data protection law. See how to contact us.

How to Contact us

If you would like to exercise your data protection rights or if you are unhappy with how we have handled your personal data, please feel free to contact us.

By email Enquiries@selectappliances.co.uk

By telephone 01752 480099

By letter Select Appliances Ltd, 253 Dean Cross Road, Plymstock, Plymouth, Devon PL9 7AZ

If you’re not satisfied with our response to any enquiries or complaint or believe our processing of your personal data does not comply with data protection law, you can make a complaint to the Information Commissioner’s Office (ICO) by