



Unit 29, Glenmore Business
Park,
Wend-al Road
Blandford Forum
Dorset, DT11 7FP

Privacy Notice

Here at Fireline Ltd, we take seriously our responsibility to protect and respect your privacy and to ensure that your data is managed securely and sensitively.

This Privacy Notice, inclusive of our General Terms of Service, explains what data we collect about you, how we use your data, the reasons we may have the need to disclose your personal data to others and how we securely store your personal data.

Depending on the circumstances, Fireline Ltd may be considered either a data controller or a data processor for your personal data.

Please be aware that this policy is subject to occasional change, so please check our website regularly for any changes.

The Current Data Protection law will become the GDPR on 25 May 2018

The legislation of the European Union's General Data Protection Regulation (GDPR) comes into effect on the 25th May 2018. This Privacy Notice sets out your rights under the new laws.

Who are Fireline Ltd?

Fireline Ltd. provide installation and maintenance services of fire protection equipment as well as providing staff fire training, fire risk assessments and portable appliance testing (PAT). We are based at Unit 29 Glenmore Business Park, Wend-al Road, Blandford Forum, Dorset, DT11 7FP. Our contact for all data protection related questions or concerns is Adrian Englebright/Sarah Howell who can be reached at fireline@firelineuk.com or on 0800 096 6761.



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How the law protects you

As a company, we are legally obliged to inform you that we currently hold your details within our protected database. The information we hold is solely used to maintain our trading relationship with you and for general communication purposes

Data protection laws state that we are only able to process personal data if we have valid reasons to do so. The basis for processing your personal data includes, but is not limited to, your consent, performance of a contract, to enable billing and remittance, and to contact you for customer service purposes.

How do we collect personal data from you?

We collect information about you, from you, in a variety of different way. We might receive personal information about you when you complete a credit application form, visit our website, complete a contact form on our website, contact us by phone, email, live-chat or otherwise in respect of any of our products and services or during the purchasing of any product or service.

Additionally, we will also collect information about you, from you, when you sign up for or enter a competition, promotion, survey or when you inform us of any other matter.

If you provide us with personal data about a third party (They might be another of your suppliers or vendors that you require us to liaise with, for example), you warrant that you have obtained the required express consent from that third party for the disclosure and use of any of their personal data, for the defined purpose.

Your personal data may also be automatically collected in the process of providing you with any of our services.

What type of data do we collect from you?

The personal data that we may collect from you includes your name (First name/Last name/Trading name/Company name), Contact/delivery and Invoicing address, email address, Contact phone numbers and details, all accounting activities including historical payment information, bank details, company registration numbers and copy correspondence.



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How do we use your data?

We use information about you in the following ways:

- To process orders that you have submitted to us;
- To provide you with products and services;
- To comply with contractual obligations, we have with you;
- To help us identify you and any accounts you hold with us;
- To enable us to review, develop and improve our website and services;
- To provide customer care, including responding to your requests if you contact us with a query;
- To administer accounts, process payments and keep track of billing and payments;
- To detect fraud and to make sure what you have told us is correct;
- To carry out marketing and statistical analysis;
- To review job applications;
- To notify you about changes to our website and services;
- To provide you with information about products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes; and
- To inform you of service and price changes.

Retention periods

Any personal data we collect about you we will keep for the entire duration of the period that you are a customer of Fireline Ltd. We will keep your data only for as long as we need to, in accordance with applicable laws.

Upon termination of our relationship or the closure of your account, we may retain your data for up to 7 years. We may not be able to delete your data before this time due to our legal and/or accountancy obligations.

We assure you that your personal data shall only be used for the purposes stated herein.



Who has access to your personal data?

Here is a list of all the ways that we may use your personal data and how we share the information with third parties. For clarity, we have grouped them into the specific products and services that we offer:

Product supply and provisioning

When you buy a product or service from us, we will process your data for administration, billing, support and the provision of products and services. We may also share your data with our suppliers, couriers and other parties required for us to supply and ship products and service to you.

Provision of Products and Services

We process your data for administration, billing, support and the provision of Products and services

Third Parties

We will never sell your personal data to third parties for marketing or advertising purposes.

We do however work closely with a number of third parties (including business partners, suppliers, vendors and service providers) and we may receive information from them about you.

We may pass your personal data to third parties for the provision of services on our behalf (for example, processing your payment). However, we will only ever share the information about you that is required to provide the service and we have ensured that we have specific contracts in place, which ensure your personal data is secure and will not be used for marketing purposes or any purpose not related to the purpose of the agreement.

In the unlikely event that we are acquired by a third party, your data will be deemed an asset of the business. In these circumstances, we may disclose your personal data to the prospective buyer of our business, subject to both parties entering into appropriate confidentiality agreements. Similarly, we may share your personal data if we are under a duty to disclose data to comply with any legal obligation or to protect the rights, property, or safety of Fireline Ltd, our customers, or others. This includes but is not limited to exchanging information with other companies and organisations for the purposes of fraud protection, credit risk reduction and dispute policies. However, we will ensure that your privacy rights continue to be protected.



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Your rights

Under the terms of the GDPR you have a number of rights you can enact regarding our use of your data. For example, you have the right to ask us to see the data we hold about you and ask us to update any information we hold about you that might be incorrect.

In certain circumstances you have the right to ask us to stop using your data or to delete it altogether. However, it is worth noting that preventing the use or processing of your personal data may delay or prevent us from fulfilling our contractual obligations to you. It may also mean that we shall be unable to provide our products or services or process the cancellation of your product or service.

You have the right to ask us not to process your personal data for marketing purposes. If you choose not to receive marketing communications from us about our products and services, you can contact us and ask us to stop using your data in this way. We will continue to contact you with communications essential to the product or services we provide you, or that we are contractually obliged to provide.

We will not contact you for marketing purposes if you are not an existing client of Fireline Ltd, unless you have given us your prior consent. You can change your marketing preferences at any time by contacting us and informing us of your desire to amend this consent.

Should you wish to exercise any of these rights, please contact us in writing at fireline@firelineuk.com, and we will respond to your request in accordance with our obligations under all applicable data protection regulation.



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Where we store your personal data

All information you provide to us is stored on our secured systems and servers within the EEA. Occasionally, your information may be transferred to and stored in a country outside the EEA in relation to provision of services. The laws in these countries may not provide you with the same protection as in the EEA; however, any third party referred to above outside of the EEA has agreed to abide by European levels of data protection in respect of the transfer, processing and storage of any personal data. By providing your data to us, you agree to this transfer and storage. However, we will ensure that reasonable steps are taken to protect your data in accordance with this privacy notice.

As the transmission of information via the internet is not completely secure, we cannot guarantee the security of any data transmitted to us by you and 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.

Any sensitive data (payment details for example) are encrypted and protected.

Where we have given you (or where you have chosen) a password which enables you to access our on-line systems (client access), you are responsible for keeping the password confidential.



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Liability

We agree to take reasonable measures to protect your data in accordance with applicable laws and in accordance with our General Terms and Conditions:

Data Breaches

In the event of a data breach, we will ensure that all obligations and requirements under applicable data protection laws are met, and appropriate declarations made where necessary.

Contact us

Please e-mail any questions or comments you have about privacy to us at:
fireline@firelineuk.com

Your right to make a complaint

If you are unhappy with our management of your personal data, you have the right to complain directly to the Information Commissioner:

<https://ico.org.uk/concerns/>

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Tel: 0303 123 1113