

Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

- Contact Details
- What Information We Collect, Use and Why
- Lawful Bases and Data Protection Rights
- Where We Get Personal Information From
- How Long We Keep Information
- Who We Share Information With
- How To Complain

Contact Details

Post: 1 Park Avenue, Bridgwater, Somerset, TA6 7EE
Telephone: 07598950710
Email: jon@lathamds.co.uk

What Information We Collect, Use and Why

We collect or use the following information to **provide and improve products and services for clients:**

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Information relating to compliments or complaints
- Records of meetings and decisions

We collect or use the following personal information for **research or archiving purposes:**

- Names and contact details
- Addresses
- Purchase or client account history

We collect or use the following personal information for **dealing with queries, complaints or claims:**

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Customer or client accounts and records
- Information relating to health and safety (including incident investigation details and reports and accident book records)
- Correspondence

We collect or use the following personal information to **for continued business-related discussion/liaison:**

- Names and contact details
- Pronoun preferences
- Occupation
- Date of birth
- Payment details (including card or bank information for transfers and direct debits)
- Client accounts and records
- Records of meetings and decisions

Lawful Bases and Data Protection Rights

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO's website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our Lawful Bases for The Collection and Use of Your Data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- Legitimate interests – we are collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - For ease of future reference i.e. to make further contact or financial transactions between parties.

Our lawful bases for collecting or using personal information for **research or archiving purposes**:

- Legitimate interests – we are collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - For ease of future reference i.e. to make further contact or financial transactions between parties.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Legitimate interests – we are collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - For ease of future reference i.e. to make further contact or financial transactions between parties.

Our lawful bases for collecting or using personal information to **for continued business-related discussion/liaison** are:

- Legitimate interests – we are collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - For ease of future reference i.e. to make further contact or financial transactions between parties.

Where We Get Personal Information From

- Directly from you
- Publicly available sources
- Suppliers and service providers

How Long We Keep Information

According to the Information Commissioner's Office, there are no set time limits in data protection law because it depends on the situation. However, personal data should only be kept as long for as long as you need it.

We retain personal information indefinitely but only for as long as it remains useful or potentially useful to us.

Who We Share Information With

Others we share personal information with **include:**

- Third parties:
 - Contact details of the individual/company may be shared with other relevant third parties but only when in the interest of the individual/company.
 - Contact details of private individuals may be shared with other relevant third parties but only with the express permission of the private individual.

How To Complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we have used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's Address: Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline Number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>