

Excel Dents Data Protection Statement

Changes to UK data privacy law - General Data Protection Regulation (GDPR)

One of the biggest changes to UK data privacy law comes into effect on 25 May 2018. The General Data Protection Regulation, also known as GDPR, means that you'll have more control over how your data is used. And it ensures that organisations protect your personal data better.

To reflect these changes and new obligations, we are updating our privacy notice which will tell you what we do with your personal data, how it's used and your rights as an individual under the new law.

The new privacy notice will be available from 25 May at exceldents.co.uk or you can contact us after that date and we'll send you a copy of it.

Summary

Who does this Data Protection Statement apply to.

This data protection policy applies to you if you are a potential customer awaiting a quote, a customer who has received a quote, a customer who has had work completed.

Controller

Excel Dents Limited, who can be contacted at:

Excel Dents Ltd
Unit 9 And 10a Weston Way Industrial Estate
Lower Road
Stoke Mandeville
Bucks
HP22 5XB

e-mail info@exceldents.co.uk

01296 614447

When will this Data Protection statement be updated?

An up-to-date version of this Data protection Statement is accessible at www.exceldents.co.uk or can be obtained by calling us on 01296 614447. However, we will always notify you of significant changes and a current version can always be found on our website.

Website privacy policy and social media policy

Our privacy policy sets out what information we collect, how we use it and under what circumstances we will share it with other parties. Excel Dents Ltd is committed to keeping your personal information secure and confidential.

Visitors to our website

Our website does not capture or store personal information, other than what you tell us when submitting an enquiry for a quote. We may track the number of visitors to the website, but this tracking will not personally identify you. We use cookies to collect information on website usage, and to enable some of the website's services.

[Read our cookie policy](#)

Providing personal data to us and giving consent

We will only ask for your personal data for receiving a quote or providing our services to you or when there is another lawful basis for doing so.

You can withdraw consent at any time by contacting us using the details provided above. If you withdraw your approval prior to any work being carried out, we will no longer process your personal data for the purpose originally intended. However, if there is another lawful / legal reason that we need to continue to hold that data we will do so.

If you wish to cancel your consent, please contact us and we will explain what we will do or how it affects the quote or agreement between us.

The Personal Data we collect

Personal Data

We will collect personal data from the information provided to us during the enquiry/quotation process if a private client or at the time of agreeing to provide a service to a business / dealership. The personal data we collect can be from information provided by you or any third parties you authorise to instruct on your behalf. The personal data we collect about you may include (directly or indirectly):

- Your contact details such as name, title, addresses, telephone numbers and email addresses
- The name of your company, dealership, branch, accounting company and address for billing and daily communication contacts.
- Data in relation to your preferences in receiving marketing communications from us or our third parties on our instructions
- Certain technical data, type of car, colour, registration, peg or tracker number, serial numbers, type of repair required, location of repair, photographs of the damage (by mms, what's app, camera, video)
- In the case of a business/Dealership we may secure information from fraud agencies, credit reference agencies, electoral role, court records such as bankruptcy and other publicly available information.
- your marketing preferences and any survey responses you provide us
- We may collect further personal data from you if needed for business/ legal reasons – please refer to the Data Protection Statement (Excel Dents Ltd) for further information.

If you fail to provide personal data

Where we need to collect personal data by law, or to perform our contract with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into.

The Lawful basis and reasons for holding your personal data.

Personal Data

Most commonly, we will use your personal data in the following circumstances:

- If a business or dealer, where we are operating to a commercial contract or in order to action points, at your request, prior to entering into the contract (“**Contract Purposes**”)
- If a private customer where you are requesting a quotation with a view to Excel Dents Ltd providing you with a service.
- Where we have your consent to act on your behalf
- Where we need to comply with a legal or regulatory obligation (“**Legal Purposes**”) (e.g. HMRC issues)

You have the right to withdraw your consent at any time by contacting us using the details in this document.

Special categories of personal data

Unless we intend to do business with you we will never ask for nor seek any special personal data. In the event that it is decided that we need further data with regards to yourself / your business we will provide you with details of what we require together with the reason for requesting it. We will also advise you as to what will happen if you refuse to provide this. Please note you are not obliged to give your consent if a request for special information is made.

We will never hold special personal data without:

1. Your explicit consent
2. Such personal data has been made public by you
3. The need for us to establish, exercise or defend a legal claim or when courts are acting in their judicial capacity.

Purpose

Depending on our commercial relationship with you, your personal data may be used for the following purposes (which may overlap):

Contract Purposes:

- To run our commercial relationship with you including taking steps, at your request, prior to agreeing our commercial relationship with you
- To communicate with you in the day-to-day running of our commercial relationship with you
- To update our records if an ongoing customer
- To provide a quotation
- To seek and receive payment

Legal Purposes:

- To provide personal data to others where it is necessary in the running of our relationship with you and for legal and regulatory purposes and related disclosures (which may mean passing your personal data to other suppliers who will be carrying out specific elements of the work required by yourselves which is authorised through us but not carried out by us)
- When you contact us regarding exercising your rights under data protection laws
- We may keep your personal data after our relationship has ended in accordance with applicable laws (e.g. HMRC)
- For prevention, detection, investigation and reporting of a crime.
- To monitor your communications with us.
- For information security purposes
- To contact you about our relationship with you
- To comply with orders of the courts of competent jurisdictions, and for the establishment and defence of legal rights.

Legitimate Interests Purposes:

- To ensure good and proper governance, administration, auditing, management of our business, management of our relationship with you and management of the service we provide you.
- To conduct market research, analysis and to compile statistics to improve our products and services
- To conduct marketing communications, subject to applicable laws
- To monitor your communications with us (see further below)

Consent Purposes:

Where there is no legal basis to process personal data, we may ask for your permission. We may ask for your consent. For example:

- When using special categories of personal data upon your instructions to fulfil the service you require.
- When required for use by a third-party supplier.
- For certain direct marketing communications
- For market research purposes

You are free to withdraw your consent at any time. If you wish to withdraw consent, please contact using the details outlined in this document

Sharing Personal Data

We will share your personal data with others / third party service providers, subject to applicable laws and for the purpose of carrying out the work that you have requested. We require third parties to respect your personal data and to treat it in accordance with the law.

When we share personal data with third parties

We will share your personal data with third parties when required by law, when performing a contract with you, when we have a legitimate interest to do so or otherwise with your consent.

Who we will share your personal data with

We may share your personal data with:

- Third party subcontractors who help us provide our services to you, such as, detailing services, Bodyshop repairs, window tinting, wheel rim protection companies etc.,
- Other companies involved in providing services to us
- Our professional advisers, including accountants, auditors and if need lawyers
- Governmental dept such as HMRC.
- Credit reference agencies when dealing with businesses and Dealerships.
- Market research companies for the purposes of improving our services
- Mail and print companies for the purposes of contacting you
- Any other third party permitted by law and in the following circumstances:
 - To protect the security of our business
 - To comply with courts of competent jurisdictions
 - In an emergency situation, in order to protect your vital interests
 - If we sell, merge, restructure or otherwise re-organise our business
 - When dealing with third parties upon your instructions

How we will keep your data secure

Excel Dents Ltd has in place appropriate measures designed to keep your data secure, preventing it from being lost, stolen, altered, used, accessed or disclosed in an unauthorised way.

These measures include:

- Limiting access of your personal data to only individuals that have a genuine need to see it
- Only allowing these individuals to use your data in accordance with your/our instructions
- Having procedures in place to deal with any suspected or confirmed breaches of our Statement.

Your Data protection rights

Your duty to inform us of changes

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your business relationship with us.

Your Rights in connection with your personal data.

Under certain circumstances, by law you have the right to:

- **Request access** to your personal data. This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request corrections** to the personal data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal data for direct marketing purposes.
- **Request the restriction** of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal data to another party. Please contact us.
- **Make a complaint** to the Information Commissioner's Office (ICO).

You have a right to complain to the UK's data protection supervisory authority – the ICO. (Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF Tel: 0303 123 1113 Website www.ico.org.uk)

If you want to exercise your rights, please contact us using the details above.

You will not have to pay a charge to access your personal data (or to exercise any of the other rights). However, we may make a reasonable charge if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal data is not disclosed.

Please keep us informed

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Record retention

- We will only retain personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

- To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

The Information Commissioner's Office

- You can obtain general data protection information or exercise your right to make a complaint if you feel we have not handled your personal data correctly, by contacting the Information Commissioner's Office at:
- Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
0303 123 1113
www.ico.org.uk

Social media

Excel Dents uses a variety of social media channels to communicate. By engaging with us on social media you agree to the following provisions.

We monitor social networks for comments about Excel Dents and our products and services. We do this for training purposes and to help improve our products and services. Any comments or posts may be used for internal or external publication by Excel Dents or any organisation working on our behalf.

We try to read all comments made on Excel Dents social network accounts. We listen to all comments made by our followers/customers or suggestions however we cannot reply individually to all messages.

Remember, your social network posts are not private and may be read by the general public. We'll never ask you to post personal information on social networks and you should never do so. This includes private messaging, with the exception that we may on occasion ask you to provide your name and telephone number privately to allow us to help you further.

Excel Dents accepts no responsibility for any personal data you post to social networks or websites. We are only responsible for information posted on social networks and websites managed by Excel Dents.

We cannot engage in issues or answer questions that break the rules of our Social network comments policy.

Social network comments policy

Where Excel Dents is responsible for moderating social network comments, we reserve the right to ignore, remove, limit or suspend a comment or responses without prior notice if any of the following apply:

- It is offensive, indecent, defamatory, obscene or vulgar;

- It can reasonably be considered as harassment of, insulting to, or likely to provoke or offend other people or organisations;
- It is spam (e.g. is posted multiple times);
- It could break the law or condone or encourage unlawful activity;
- It advertises or promotes products or services which are not connected to Excel Dents business;
- It includes material obtained in violation of copyright, in breach of a licence agreement or that may violate any intellectual property rights;
- It could reasonably be expected to embarrass or compromise Excel Dents (although comments that disagree with Excel Dents are allowed);
- It could contravene, or condone or encourage a breach of the Computer Misuse Act.

Intellectual property rights

Copyright in the posts, images and videos that we place on social media, and information and material in their arrangement, is owned by or licensed to Excel Dents Ltd unless otherwise noted. You may print, copy, download, or temporarily store extracts from our pages for your personal information, or when you use our products and services. You may not alter anything. Any other use is prohibited unless you first get our written permission.

Any permission to reproduce copyright material does not extend to any material which is identified as being the copyright of a third party. Authorisation to reproduce such material must be obtained from the copyright holders concerned.

Changes to this privacy policy

We'll update this page whenever our privacy policy changes in any way. If you have any questions or feedback about how we use your data, contact us.

Contact us

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