



## PRIVACY NOTICE

We take your privacy very seriously. Please read this privacy notice carefully as it contains important information on who we are and how and why we collect, store, use and share your personal information. It also explains your rights in relation to your personal information and how to contact us or supervisory authorities in the event you have a complaint.

We collect, use and are responsible for certain personal information about you. When we do so we are subject to the General Data Protection Regulation, which applies across the European Union and in the United Kingdom and we are responsible as 'controller' of that personal information for the purposes of those laws.

Personal information means any information relating to an identified or identifiable individual.

### **1 Introduction**

The personal information we collect, and the use we make of it, varies depending on our relationship with you. For that reason, this privacy notice distinguishes between our customers, suppliers, enquirers, website users and job applicants. Please be sure to read the sections of the privacy notice which apply to you.

### **2 Personal information we collect about you**

We may collect and use the following personal information about you:

#### **Customers**

- Your name, contact information (including email address, telephone and fax numbers and postal address) and employer organisation
- Information to enable us to check and verify your identity
- Your billing, transaction and payment information
- Your contact history, purchase history and saved items
- Information to enable us to undertake credit or other financial checks on you.

#### **Suppliers**

- Your name, contact information (including email address, telephone and fax numbers and postal address) and employer organisation
- Information to enable us to check and verify your identity

- Your billing, transaction and payment information
- Information to enable us to undertake credit or other financial checks on you.

#### **Enquirers**

- Your name, contact information (including email address, telephone and fax numbers and postal address) and employer organisation
- Other personal information provided by you in your enquiry.

#### **Website users**

- Information about how you access and use our website including:
  - Your business name, location, website address, telephone number and number of employees
  - Time and date of your visit
  - Keywords used
  - Pages viewed.

#### **Job Applicants**

- Your name, contact information (including email address, telephone and fax numbers and postal address)
- Details contained in your curriculum vitae, qualifications and references
- Other personal information provided by you.

You are not obliged to provide us with this personal information but if you don't it may delay or prevent us from providing our services to you, ordering goods or services from you, responding to your enquiry or considering your job application. It may also affect your experience of using our website.

### **3 How your personal information is collected**

We collect most of this personal information directly from you - in person, by telephone, text or email and/or via our website. However, we may also collect information:

- From publicly accessible sources such as Companies House or HM Land Registry
- From credit reference agencies
- From customer due diligence providers
- Via cookies on our website
- From web monitoring companies
- From employment agencies.

#### 4 How and why we use your personal information

Under data protection law, we can only use your personal information if we have a proper reason for doing so, for example:

- To comply with our legal and regulatory obligations
- For the performance of our contract with you or to take steps at your request before entering into a contract
- Where you have given consent, or
- For our legitimate interests or those of a third party.

A legitimate interest is when there is a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

The table below explains what we use your personal information for and our reasons for doing so:

Type of individual	What we use your personal information for	Our reasons
Customers and suppliers	Providing services to you and receiving goods and services from you	For the performance of our contract with you or to take steps at your request before entering into a contract
Customers and suppliers	Updating customer and supplier records	For the performance of our contract with you or to take steps at your request before entering into a contract
Customers and website users	Marketing our services to potential, existing and former customers	For our legitimate interests or those of a third party
Customers	Making credit reference checks via external credit reference agencies	For our legitimate interests or those of a third party
Customers and enquirers	Responding to your enquiries, communications and requests for information	For our legitimate interests or those of a third party
Customers, suppliers and job applicants	Conducting checks to identify our customers, suppliers and job applicants and verify their identity  Other processing necessary to comply with professional, legal and regulatory obligations that apply to our business	To comply with our legal and regulatory obligations
Customers	Gathering and providing information required by or relating to audits,	To comply with our legal and

Type of individual	What we use your personal information for	Our reasons
	enquiries or investigations by regulatory bodies	regulatory obligations
Customers, enquirers and website users	Statistical analysis to help us manage our business	For our legitimate interests or those of a third party

## 5 Who we share your personal information with

Generally we do not share your personal information with anyone else. The exceptions are:

- third parties we use to help deliver our services to you, for example, payment service providers
- third parties we use to help us run our business, for example, web monitoring companies, marketing agencies, website hosts, IT support companies, credit reference agencies, our insurers and brokers, our bank and other professional advisers.

We only allow our service providers to handle your personal information if we are satisfied they take appropriate measures to protect your personal information.

We may disclose and exchange information with law enforcement agencies and regulatory bodies to comply with our legal and regulatory obligations.

We may also need to share some personal information with other parties, such as potential buyers of some or all of our business or during a re-structuring. Usually, information will be anonymised but this may not always be possible. The recipient of the information will be bound by confidentiality obligations.

## 6 Where your personal information is held

Information may be held at our offices and those of our third party agencies, service providers, representatives and agents as described.

To deliver services to you, it is sometimes necessary for us to share your personal information outside the European Economic Area (EEA), eg:

- With your and our service providers located outside the EEA
- If you are based outside the EEA
- Where there is an international dimension to the services we are providing to you.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- The European Commission has issued an 'adequacy decision' in relation to the relevant country or international organisation

- There are appropriate safeguards in place, together with enforceable rights and effective legal remedies for individuals, or
- A specific exception applies under data protection law.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

## 7 How long your personal information will be kept

We will not retain your personal information for longer than necessary for the purposes set out in this notice. Different retention periods apply for different types of personal information.

- If you are a customer or supplier, we will hold your personal information for seven years after the end of our contractual relationship with you.
- If you are an enquirer, your information will be retained for as long as is necessary to respond to enquiries or for as long as you wish to continue receiving information from us.
- If you are a website user, we will retain your information for [12 months from your last visit to our website].
- If you are a job applicant, we will keep your personal information for 6 months from the date of rejection for a job or, if you are accepted for a job, your personal information will be kept in accordance with our Privacy Notice for Staff.

We may keep your personal information longer to respond to any questions, complaints or claims made by you or on your behalf or if required to do so by law.

## 8 Your rights

You have the following rights, which you can exercise free of charge:

Access	The right to be provided with a copy of your personal information (the right of access)
Rectification	The right to require us to correct any mistakes in your personal information
Erasure	The right to require us to delete your personal information in certain situations
Restriction of processing	The right to require us to restrict processing of your personal information in certain circumstances, for example, if you contest the accuracy of the data
Data portability	The right to receive the personal information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party in certain situations

To object	<p>The right to object:</p> <ul style="list-style-type: none"> <li>- at any time to your personal information being processed for direct marketing (including profiling)</li> <li>- in certain other situations to our continued processing of your personal information, for example, processing carried out for the purpose of our legitimate interests.</li> </ul>
Not to be subject to automated individual decision making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals' rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please email, call or write to us - see below: **'How to contact us'**. Please ensure that you:

- let us have enough information to identify you
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill) and
- let us know what right you want to exercise and the information to which your request relates.

## 9 How to complain

We hope that we can resolve any query or concern you may raise about our use of your information.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or telephone: 0303 123 1113.

## 10 Changes to this privacy notice

This privacy notice was published on *[insert date]* and last updated on *[insert date]*.

We may change this privacy notice from time to time so please check it periodically.

## 11 How to contact us

Please contact us by post, email or telephone if you have any questions about this privacy notice or the information we hold about you.

Our contact details

Alexandra House, St Johns Street, Salisbury,  
SP1 2SB

[hello@forisoutdoor.com](mailto:hello@forisoutdoor.com)

07701 009279