

How we use your personal information

This privacy notice is to let you know how we look after your personal information, which includes the following details: -

1. Name
2. Address
3. Telephone Number(s)
4. Mobile Number
5. Email Address
6. Details of purchases and payments

This notice explains how we do this and tells you about your privacy rights and how the law protects you.

Our Privacy Promise

We promise:

- To keep your data safe and private.
- Not to sell your data.
- To give you ways to manage and review your details at any time.

Data Protection law will change on 25 May 2018

This notice sets out most of your rights under the new laws. We'll update it again between now and 25 May 2018 when changes come into effect.

Who we are

Safeguard Glass Co. is a private company providing Glass, Glazing and associated products & services and we only record details of those products or services you transact with us.

If you have any questions, or want more details about how we use your personal information, you can ask us by writing to us at the following address: -

Safeguard Glass Co. Oaklands, Chesham Road, Ashley Green, Chesham Bucks. HP5 3PW

Or you can call us on 01442 870049

How the law protects you.

As well as our Privacy Promise, your privacy is protected by law. This section explains how that works.

Data Protection law says that we are allowed to use personal information only if we have a proper reason to do so. This includes sharing it outside the company. The law says we must have one or more of these reasons:

- To fulfil our contract with you
- When it is our legal duty
- When it is in our legitimate interest
- With your consent.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so. This is also where we tell you what our legitimate interests are.

What & How we use your personal information	Our Reasons	Our legitimate interests
<ul style="list-style-type: none"> • To manage our relationship with you or your business. • To develop new ways to meet our customers' needs and to grow our business. • To study how our customers use products and services from us and other organisations. • To provide advice or guidance about our products and services. • To develop, manage and deliver our brands, products and services. • To manage how we work with other companies that provide services to us and our customers. • To make and manage customer payments. • To collect and recover money that is owed to us. • To manage risk for us and our customers. • To obey laws and regulations that apply to us. • To respond to complaints and seek to resolve them. • To run our business in an efficient and proper way. This includes managing our financial position, business capability, planning, communications and audit. • To exercise our rights set out in agreements or contracts. 	<ul style="list-style-type: none"> • Your consent. • Fulfilling contracts. • Our legitimate interests. • Our legal duty. 	<ul style="list-style-type: none"> • Keeping our records up to date, working out which of our products and services may interest you and telling you about them. • Developing products and services, and what we charge for them. • Defining types of customers for new products or services. • Seeking your consent when we need it to contact you. • Being efficient about how we fulfil our legal duties. • Developing products and services, and what we charge for them. • Defining types of customers for new products or services. • Being efficient about how we fulfil our legal and contractual duties. • Complying with regulations that apply to us.

Groups of Personal Information

We use many different kinds of personal information, and group them together like this.

Type of personal information	Description
Contact	Where you live and how to contact you.
Transactional	Details about payments to us.
Contractual	Details about the products or services we provide to you.
Locational	Data we get about where you are, such as may come from the address where you buy something from us and / or where these products are installed.
Usage Data	Data about how you use our products and services.
Documentary Data	Details about you that is stored in documents in different formats, or copies of them. This could include things like quotations or invoices
Special types of data we collect for	The law and other regulations treat some types of personal information as special. We will only collect and use these types of data if the law allows us to do so:
Employee Data ONLY	<ul style="list-style-type: none">• Trade union membership• Health data including gender• Criminal convictions and offences
Consents	Any permissions, consents or preferences that you give us. This includes things like how you want us to contact you.

Where we collect personal information from

Data you give to us:

- When you request our products and services
- When you talk to us on the phone or on site
- When you use our website,
- In emails and letters

Data we collect when you use our services. This includes the amount, frequency, type, location, and End User:

- Payment and transactional data.
- Your Information and usage data. This includes the information you provide us with or you send through or connect to our internet website. It may also include other data about how you use those products and / or services.

Data from third parties we work with:

- Companies that introduce you to us

Who we share your personal information with

We will not knowingly share your personal information with any other company, person or third party outside of Safeguard Glass Co., or these organisations

- Agents and advisers who we use to help run our accounts, services and collect what you owe.
- HM Revenue & Customs, regulators and other authorities
- Any party linked with you or your business's product or service
- Organisations that introduce you to us
- Companies that we introduce you to

- Companies you ask us to share your data with.

We may also share your personal information if the make-up of Safeguard Glass Co. changes in the future:

- We may choose to sell, transfer, or merge parts of our business, or our assets. Or we may seek to acquire other businesses or merge with them.
- During any such process, we may share your data with other parties. We'll only do this if they agree to keep your data safe and private.

- If the change to our company happens, then other parties may only use your data in the same way as set out in this notice.

Credit Reference Agencies

We may carry out credit and identity checks when you order a product or services for you or your business. We may use Credit Reference Agencies to help us with this.

If you use our services, from time to time we may also search information that the CRAs have, to help us manage those accounts.

We will share your personal information with CRAs and they will give us information about you. The data we exchange can include:

- Name and address
- Public information, from sources such as the electoral register and Companies House.

We'll use this data to:

- Assess whether you or your business is able to afford to make payments

- Make sure what you've told us is true and correct
- Help detect and prevent financial crime
- Manage your account with us

- Trace and recover debts

We will go on sharing your personal information with CRAs for as long as you are a customer. This will include details about your settled accounts and any debts not fully repaid on time.

It will also include details of payments to the account, and the account balance and whether you pay in full and on time. The CRAs may give this information to other organisations that want to check credit status.

We will also tell the CRAs when you settle your accounts with us.

When we ask CRAs about you or your business, they will note it on your credit file. This is called a credit search. Other lenders may see this and we may see credit searches from other lenders.

CRAs will also link your records together. These links will stay on your files unless one of you asks the CRAs to break the link. You will normally need to give proof that you no longer have a financial link with each other.

You can find out more about the CRAs on their websites, in the Credit Reference Agency Information Notice. This includes details about:

- Who they are
- Their role as fraud prevention agencies

- The data they hold and how they use it
- How they share personal information
- How long they can keep data
- Your data protection rights.

Data transfers out of the EEA

FPAs may send personal information to countries outside the European Economic Area ('EEA'). When they do, there will be a contract in place to make sure the recipient protects the data to the same standard as the EEA. This may include following international frameworks for making data sharing secure.

Sending data outside of the EEA

We will only send your data outside of the European Economic Area ('EEA') to:

- Follow your instructions, order and/or obtain products on your behalf.
- Comply with our legal duty.
- Work with our agents and advisers who we use to help run our accounts and services.

If we do transfer information to our agents or advisers outside of the EEA, we will make sure that it is protected in the same way as if it was being used in the EEA. We'll use one of these safeguards:

- Transfer it to a non-EEA country with privacy laws that give the same protection as the EEA. Learn more [on the European Commission Justice website](#).
- Put in place a contract with the recipient that means they must protect it to the same standards as the EEA. Read more about this here [on the European Commission Justice website](#),
- Transfer it to organisations that are part of Privacy Shield. This is a framework that sets privacy standards for data sent between the US and EU countries. It makes sure those standards are similar to what is used within the EEA. You can find out more [about data protection on the European Commission Justice website](#).

If you choose not to give personal information

We may need to collect personal information under the terms of a contract we have with you.

If you choose not to give us this personal information, it may prevent us from meeting our obligations. It may also mean that we cannot provide products or services needed. It could mean that we cancel a contract for products or services you have with us.

Any data collection that is optional would be made clear at the point of collection.

Marketing

We may use your personal information to tell you about relevant products and offers. This is what we mean when we talk about 'marketing'.

The personal information we have for you is made up of what you tell us, and data we collect when you use our services.

We study this to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

We can only use your personal information to send you marketing messages if we have either your consent or a 'legitimate interest'. That is when we have a business or commercial reason to use your information. It must not unfairly go against what is right and best for you.

You can ask us to stop sending you marketing messages by contacting us at any time.

Whatever you choose, you'll still receive statements, and other important information such as changes to your existing products and services.

We may ask you to confirm or update your choices, if you take out any new products or services with us in future. We will also ask you to do this if there are changes in the law, regulation, or the structure of our business.

If you change your mind you can update your choices at any time by contacting us.

How long we keep your personal information

We will keep your personal information for as long as you are a customer of Safeguard Glass Co.

After you stop being a customer, we may keep your data for up to 10 years for one of these reasons:

- To respond to any questions or complaints.
- To maintain and abide by our Guarantee for those products and services we have provided to you
- To show that we treated you fairly.
- To maintain records according to rules that applies to us.

We may keep your data for longer than 10 years if we cannot delete it for legal, regulatory or technical reasons. We may also keep it for research or statistical purposes. If we do, we will make sure that your privacy is protected and only use it for those purposes.

How to get a copy of your personal information

You can access your personal information we hold by writing to us at this address:
Safeguard Glass Co. Oaklands Chesham Road, Ashley Green, Buckinghamshire HP5 3PW

Letting us know if your personal information is incorrect

You have the right to question any information we have about you that you think is wrong or incomplete. Please contact us if you want to do this. If you do, we will take reasonable steps to check its accuracy and correct it.

What if you want us to stop using your personal information?

You have the right to object to our use of your personal information, or to ask us to delete, remove, or stop using your personal information if there is no need for us to keep it. This is known as the ‘right to object’ and ‘right to erasure’, or the ‘right to be forgotten’.

There may be legal or other official reasons why we need to keep or use your data. But please tell us if you think that we should not be using it.

We may sometimes be able to restrict the use of your data. This means that it can only be used for certain things, such as legal claims or to exercise legal rights. In this situation, we would not use or share your information in other ways while it is restricted.

You can ask us to restrict the use of your personal information if:

- It is not accurate.
- It has been used unlawfully but you don’t want us to delete it.
- It not relevant any more, but you want us to keep it.
- You have already asked us to stop using your data but you are waiting for us to tell you if we are allowed to keep on using it.

If you want to object to how we use your data, or ask us to delete it or restrict how we use it or, please contact us.

How to withdraw your consent

You can withdraw your consent at any time. Please contact us if you want to do so.

If you withdraw your consent, we may not be able to provide certain products or services to you. If this is so, we will tell you.

How to complain

Please let us know if you are unhappy with how we have used your personal information.

You also have the right to complain to the Information Commissioner’s Office.

Future formats for sharing data

The Data Privacy laws will change on 25 May 2018. From that date you will have the right to get your personal information from us in a format that can be easily re-used.

You can also ask us to pass on your personal information in this format to other organisations.

We are working with our industry to improve the way your data is shared. We’ll update this notice with more details before or after 25 May 2018 as necessary.

