

## **PRIVACY AND DATA PROTECTION POLICY**

### **PRIVACY POLICY**

At HW Coates we respect the privacy of every individual who visits our website or communicates with us. The information you give to us is only used when dealing with you.

The following policy statement outlines the information HW Coates will collect and how we will use that information. It also lets you know what to do if you want us to remove your personal information that has been collected or stored during previous visits to the site.

#### **How we collect and use personal information**

We follow strict security procedures in the collection, storage and disclosure of the information you have given us, to prevent unauthorised access and misuse, as required by the UK Data Protection Acts of 1984, 1998 and 2018.

We do not collect any personally identifying information from you unless we specifically need it - for example, to send you an information pack about our business, services and costs, or get you in contact with a local office.

We may use aggregate information and statistics for the purposes of monitoring website usage (numbers of visitors, where they are located, etc.) to help us develop the website and our services and we may provide such information to third parties. These statistics will not include any information that could personally identify you.

Whenever you send us information we will NOT under any circumstance give or sell this information to any 3rd parties. Your information is safe with us and will not be sold for any purpose.

We reserve the right to disclose individually identifiable information to comply with applicable laws and lawful government requests, or to protect ourselves or our users.

#### **Acceptance of these Terms**

By using this website, you agree to this Privacy and Data Protection Policy. If you do not agree to this policy, please do not use the website. HW Coates reserves the right to change this policy at any time. Your continued use of the HW Coates website (including any trading forms of) following the posting of changes to our Privacy and Data Protection Policy will signify your acceptance of those changes or improvements.

### **USE OF COOKIES – COOKIE POLICY**

#### **What is a cookie?**

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer or mobile phone (referred to here as a “device”) browser from a website’s computer and is stored on your device’s hard drive. Each website or third party service provider used by the website can send its own cookie to your browser if your browser’s preferences allow it, but (to protect your privacy) your browser only permits a website or third

party service provider to access the cookies it has already sent to you, not the cookies sent to you by other sites or other third party service providers.

Cookies record information about your online preferences and allow us to provide the most relevant website experience. Users have the opportunity to set their devices to accept all cookies, to notify them when a cookie is issued or not to receive cookies at any time. The last of these means that certain personalised services cannot then be provided to that user and accordingly you may not be able to take full advantage of all of the website features. Each browser is different, so check the “Help” menu of your browser to learn how to change your cookie preferences.

### **How does HW Coates use cookies?**

Information supplied by cookies can help us to analyse your profile when you visit and help us to provide you with a better user experience. Proceeding to use the website will be taken as implied consent for the use of our cookies (given we are only using benign cookies).

A list of the main cookies that HW Coates sets, with ways to minimise the number of cookies you receive:

Cookie Name:  
Google Analytics

Name:  
\_utma,  
\_utmb,  
\_utmc,  
\_utmz

### **Purpose**

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, this includes the number of visitors to the site, where visitors have come to the site from and the pages they visited.

For more information see [Google Privacy Overview](#).

### **Further information**

Additional information regarding cookies and opting-out is available at

[Your Online Choices](#) and [All About Cookies](#).

### **Contact details**

We welcome your views about our website and our privacy policy. If you would like to contact us with any queries or comments, please email us at [enquiries@hwcoates.co.uk](mailto:enquiries@hwcoates.co.uk)

## **DATA PROTECTION**

### **Legislation**

HW Coates will comply with the Data Protection Act 2018 and the General Data Protection Regulations (GDPR), as applicable, at all times.

### **What we hold and why**

HW Coates may hold personal details but this will be restricted to what is required to operate the business. This data may be collected through your interactions with the company, e.g. enquiries, setting up new contracts, credit control, use of contractors, etc. The types of personal data that may be held on file can include, but is not restricted to:

- Names and addresses
- Telephone numbers
- E-mail addresses
- Driving licence details
- Individual training details
- Financial details

Personal data will not be collected when it is not needed. HW Coates do not collect any special categories of personal information known as Special Category Data.

### **How we process data**

HW Coates will only use personal data with the person's consent, or where it is necessary:

- To enter into, or perform, a contract with the person
- To comply with a legal duty
- To protect the person's vital interests
- For our own (or third party's) lawful interests, provided the person's rights do not override these

In any event, the personal data collected will only be used for the purpose or purposes it was collected for.

The company may process personal information for certain legitimate business purposes, which include some or all of the following:

- Where the processing enables the company to enhance, modify, personalise or otherwise improve the services/communications for the benefit of its customers
- To identify and prevent fraud
- To enhance the security of the company's network and information systems

Whenever data is processed for these purposes the company will ensure that it always keeps the person's personal data rights in high regard and take account of these rights at all times.

### **Sharing information**

Information may be shared to allow for legitimate operation of the business only. Examples of who we may share this information with may include, but is not limited to, auditors, regulators and credit check agencies.

Information stored by the company will only be used in the course of running the business and will not be sold on to third parties.

### **Storage of information**

All personal data collected will be securely stored when necessary on our modern systems that are kept up-to-date, this may be in electronic or hardcopy form. Access to personal data is limited to personnel who need access. Personal data is only used and stored for so long as it is required for the purposes it was collected. How long information will be stored depends on the information in question and what it is being used for.

The company continually reviews what information it holds to ensure it is accurate and deletes data from the systems owned and operated by the company that is no longer required. Similarly, any hardcopy information will be securely destroyed.

### **Data breaches**

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personnel data, the company shall promptly assess the risk to people's rights and freedoms and if appropriate report this breach to the ICO.