

## **The Legal Side -**

### **How We Use Your Information**

When you contact us to build or work on your project, we ask you to give us some of your personal details so that we can prepare a contract for you. We also need this in order to work with you on your property.

We are committed to keeping all the information we hold about you secure, private and confidential. This information explains why we need to collect your personal details and what we do with it. It also sets out the legal basis on which we collect and use your information and outlines the rights you have under current data protection legislation.

### **Which Of My Details Do You Collect?**

We ask for your full name (title, forename(s) and surname), postal address, phone number, email address and possibly bank details. We may ask for your bank details if we need to send payments to you, for example when you send an invoice for a service you have provided us with. When making a payment via cheque, we may ask for details of the account on which the cheque is drawn. We need this personal information so that we can provide you with the service that you have asked for. If you don't provide it, then we won't be able to provide you with our services.

### **When Do You Collect These Details?**

We will collect them when you make your initial enquiry with us, by phone or in person. We also collect some of your details whenever you make a transfer to us, such as a note of the name a bank transfer for an invoice payment is received from. This can be online by phone, by post, by email or secure message.

### **Using Our Website, Email & Social Media?**

Our website, and the emails we send out, use cookies and other tracking technologies to collect information. When you visit our website, you can choose to decline cookies. You can find out more about our cookie policy at [ashfieldbuilders.co.uk/cookies](https://www.ashfieldbuilders.co.uk/cookies). When you use our website, we collect information such as the browser you are using and the date, time and your IP address (a label used to identify your device on the internet). We may use social media, for example Twitter and Facebook, to communicate with you. We may also use posts on social media to find out how people view our products and services.

### **Providing Details On Behalf Of Someone Else**

When you give us details about someone else, for example when you supply us with your partner/spouses personal details, you must have their agreement to do so.

## What Do You Do With My Information?

The main reasons we use your information are to create a contract for works, process your payments, and keep you up to date with information about your contract with us.

We may also use your information to:

- meet our legal obligation to check your identity and address
- prevent or detect fraud or other crime
- develop, test and improve our products, systems and services
- invite you to take part in market research and surveys
- carry out anonymous statistical analysis (we won't be able to identify individuals when we do this)
- create customer-type profiles to help us improve existing products and services, and develop new ones
- send you marketing messages about ABG Ltd services which may be tailored to your circumstances (unless you have opted out)
- run competitions, events and promotional activities

When you call us, we may monitor or record your call for training or quality assurance. We also record calls so that we have a record of your consent in certain circumstances, for example when you agree to allow us to talk to a member of your family on your behalf.

## Who Do You Share My Details With?

We use selected organisations to help us deliver the service we provide to you. We may share your personal information with:

- **our service providers** who provide sub-contracting services to us, for example helping to administer your contract, printing and sending warranties and statements to you, and sending you emails about your contract. We only share the information that's necessary for them to provide their services.
- **credit reference agencies** to check your identity, address and to prevent fraud. We may also share your information with **government bodies, law enforcement agencies, courts or other third parties** to comply with our legal obligations or lawful disclosure requests, for example.

## How Long Do You Keep My Information For?

We keep your personal information where we have an ongoing legitimate or lawful need to do so. For example, we keep some records for audit purposes for up to seven years after

completing our contract with you. When we no longer have a legitimate or lawful need to keep your personal information, we will delete it.

### **Do you send my information outside Europe?**

We do not send your information outside Europe. These countries may have data protection laws that are different to those in Europe, which may be less protective.

### **Keeping Each Other Informed**

We will give you information about your contract and provide regular invoice statements. If we need to get in touch, we will call you, write to you by email or letter or send you a text message. In the event of a data breach that could lead to a high risk to your rights and freedoms, for example the risk of financial loss, we will let you know as soon as we reasonably can. To make sure you can receive information and communications from us, please make sure you tell us whenever you change your name, address, phone number or email address. Giving us your most up to date details will also help protect your contract by making sure any information we send you doesn't fall into the wrong hands. You can update your details by contacting us.

### **The Legal Background & Your Rights**

Here we summarise the lawful basis on which we collect and use your information and outline the rights you have under current data protection legislation.

#### **Lawful Basis**

We are allowed to use your personal information for a range of reasons, called 'lawful bases'. These are:

##### **Contract**

We need to collect and use your personal information to be able to provide you with the services that you have requested. We cannot provide the service if you don't give us the information we ask for.

##### **Legal Obligation**

We may need to use your personal information to meet our legal obligations, for example if we need to check your identity and address to comply with the Money Laundering Regulations.

##### **Legitimate Interests**

We have a legitimate interest in promoting our services. For this reason, we may use your personal details to, for example, send you marketing information about our

contract or services that we think you may be interested in. We may also invite you to take part in research or surveys to help us improve the products and services that we offer. You can ask us to stop sending you marketing and/or research invitations at any time.

### **Consent**

We only rely on consent as a lawful basis for using your personal information in a few limited circumstances, for example if you ask us to share your contract information with an authorised third party that wishes to provide services to your contract.

### **Public Task**

There are times when we need to share information with other government bodies to allow them to meet their legal obligations.

### **Your Rights**

You have a range of data protection rights in relation to the information we hold about you. You can exercise any of these rights by contacting us. Note that not all of the rights are absolute – some of them depend on which lawful basis we are using to process your information.

### **Right Of Access**

You can ask us to provide you with a copy of the information we hold about you by making a 'Data Subject Access Request'. You can download and print a form from [ashfieldbuilders.co.uk/data-request](https://ashfieldbuilders.co.uk/data-request) or contact us with all information asked for on the form.

### **Right To Data Portability**

Where we process your personal information for contractual purposes, or with your consent, you can ask us to provide the information we hold about you in a structured, machine readable format (for example a CSV file).

### **Right To Rectification**

If the information we hold about you is incorrect, out of date or incomplete, please let us know and we will put it right.

### **Right To Restrict Processing**

If you think the information we hold about you isn't accurate, you can ask us not to process it until we have corrected any errors or verified that the information is accurate.

### **Right To Erasure**

You can ask us to delete your personal information when:

- we no longer need it
- you have given us consent and you later withdraw it
- you have objected to us processing your information and we have no lawful basis to do so
- we are legally obliged to delete it

### **Right To Object**

Where we have a legitimate interest or a public interest in processing your personal information, you can object to this.

### **Right Not To Be Subject To Automated Decision-Making**

Some of our processes are partly or wholly automated, but we don't make decisions that have a significant or legal effect without human involvement. For example, we may check your evidence of identity electronically, but if this is unsuccessful we will write to you to ask for documentary evidence instead.

### **Right To Lodge A Complaint With A Supervisory Authority**

If you have a complaint about the way we have used your information, please contact us first and we will do our best to put things right for you. If you are not happy with our response, you can escalate your complaint to the Information Commissioner's Office (ICO).

### **Changes To How We Use Your Information**

From time to time we may update this privacy notice. You can see the latest version at [ashfieldbuilders.co.uk/privacy-notice](https://ashfieldbuilders.co.uk/privacy-notice) or call or email us and we can send you a copy. If we make a significant change to how we use your information, we will let you know in advance.

### **Data Protection Questions Or Concerns?**

ABG Ltd is the data controller of the information we hold about you. If you have any questions or concerns about how we process your information, you can contact us using the details on below, or write to:

Data Protection Officer  
Ashfield Building Group Ltd  
Zeal Court  
Moorfield Road Estate  
Yeadon  
LS19 7BN

### **Want To Find Out More?**

You can find out more about data protection and the rights you have by contacting the independent Information Commissioner's Office:

Find out more about ABG:

Visit [ashfieldbuilders.co.uk](https://ashfieldbuilders.co.uk)

Call us on 01132029700

[ico.org.uk](http://ico.org.uk)

Wycliffe House  
Water Lane  
Wilmslow  
SK9 5AF

Tel: 0303 123 1113

**Find Us Online At -** [Ashfieldbuilders.co.uk](http://Ashfieldbuilders.co.uk)

**Call us on -** 0113 2029700

You can call us any time. We're here in the UK all day, every day and have a messaging service out of office hours. We may record your call to help us give you the best service.

**Write to us**

Ashfield Building Group Ltd  
Zeal Court  
Moorfield Road Estate  
Yeadon  
LS19 7BN

**Tweet us -** [@ashfieldbuilders](https://twitter.com/ashfieldbuilders)