

PRIVACY POLICY

1. Important information

Morland and Martin Plumbing and Heating Ltd respect your privacy and is committed to protecting your personal information.

This Privacy Policy will inform you as to how we look after your personal information when you visit our <http://www.morlandandmartin.co.uk/> website (including, without limitation, the mobile and online versions, and their respective features, content, downloads and other services that we make available through the website and will tell you about your privacy rights.

2. Controller

Morland and Martin Plumbing and Heating Ltd is the 'controller' and responsible for your personal information and our contact details are:

Morland and Martin Plumbing and Heating Ltd
Unit 5
2 Castings Court
Middlefield Industrial Estate
Falkirk
FK2 9HQ

01324 625924

info@morlandandmartin.co.uk

3. Purpose of this Privacy Policy

This Privacy Policy aims to give you information on how Morland and Martin Plumbing and Heating Ltd collects and processes your personal information through your use of the Site, including any information you may provide through the Site when you contact us through our "Contact Us" or when you contact us by post, email or telephone.

Please note that this Site is not intended for children under 16 years of age. No one under age 16 may provide any information to or on this Site. We do not knowingly collect personal information from children under 16.

If you are under 16, do not use or provide any information on this Site, use any of the interactive or public comment features of this Site or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use.

If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us using our "Contact Us" form at <https://www.morlandandmartin.co.uk/contact>.

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It is important that you read this Privacy Policy together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal information about you so that you are fully aware of how and why we are using your information. This Privacy Policy supplements the other notices and is not intended to override them.

4. Managing Complaints

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the regulator so please contact us at info@morlandandmartin.co.uk in the first instance.

5. Changes to the Privacy Policy and your duty to inform us of changes

This version was first published 7 May 2019. We reserve the right to change the terms of this Privacy Policy at any time. When we do, we will post the revised Privacy Policy to our Site and the last revision date will be updated accordingly. It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with us.

6. Third-Party links

This Site may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share information about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our Site, we encourage you to read the privacy notice of every website you visit.

Please note that we also do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way.

7. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal information about you which we have grouped together follows:

- a) **Identity Data** includes first name, last name.
- b) **Contact Data** includes email, address and telephone number.
- c) **Technical Data** includes internet protocol (IP) address, your mobile device's unique ID number, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this Website.
- d) **Usage Data** includes information about how you use our Site, such as the products you click on, pages of our Site that you visit, the time spent on those pages.

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We do not collect, use and share Aggregated Data such as statistical or demographic data for any purpose.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

8. How is your personal information collected?

We use different methods to collect data from and about you including through:

- a) **Direct interactions** - you may give us your Identity and Contact details by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you contact us through our "Contact Us" or online forms;
- b) **Automated technologies or interactions** - as you interact with our Site; we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.
- c) **Third parties or publicly available sources** - we may receive personal information about you from various third parties [and public sources] as set out below:
- d) **Technical Data from the following parties** - analytics providers such as Google.

9. How we use your personal information

We will only use your personal information when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- a) Contractual elements, that we are about to enter into or have entered into with you.
- b) Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- c) Where we need to comply with a legal or regulatory obligation.
- d) Marketing purposes.

You have the right to withdraw consent to marketing at any time by contacting us at info@morlandandmartin.co.uk.

The table below explains ways we may use your personal information, we have also identified what our legitimate interests are where appropriate. Note that we may process your personal information for more than one lawful ground depending on the specific purpose for which we are using your information.

Please contact us at info@morlandandmartin.co.uk if you need details about the specific legal ground, we are relying on to process your personal information where more than one ground has been set out in the table below:

Purpose/Activity	Type of Data	Lawful basis for processing including basis of legitimate interest
Contact	Communications	To manage our relationship with you.

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		Performance of a contract with you. Necessary to comply with a legal obligation. Necessary for our legitimate interests (to keep our records updated).
Technical	Usage	Necessary for our legitimate interests (to study how customers use our site, to develop our marketing materials, to grow our business and to inform our marketing strategy) To use data analytics to improve our website, marketing, customer relationships through experiences.

10. Marketing

We strive to provide you with choices regarding certain personal information uses, particularly around marketing and advertising. We have established the following personal information control mechanisms:

Activity	Purpose for using your data
Cookies	You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this Site may become inaccessible or not function properly.

11. Change of purpose

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at info@morlandandmartin.co.uk info@morlandandmartin.co.uk

If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law. In particular, we may be required to disclose personal information in response to lawful requests by public authorities, including for purposes of meeting national security or law enforcement requirements.

We may also disclose personal information in the good faith belief that such action is necessary in order to conform to the edicts of the law or to comply with a legal process.

12. Data security

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business

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need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

13. Data retention - How long will you use my personal information for?

We will only retain your personal information 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.

You can request us to delete your information by contacting info@morlandandmartin.co.uk

In some circumstances we may anonymise your personal information (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

14. Your legal rights

Under certain circumstances, you have the rights below under data protection laws in relation to your personal information.

- a) **Request access to your personal information (commonly known as a "data subject access request")**. This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- b) **Request correction of your personal information**. This enables you to have any incomplete or inaccurate information we hold about you corrected, though we may need to verify the accuracy of the new information you provide to us.
- c) **Request erasure of your personal information**. This enables you to ask us to delete or remove personal information 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 information where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal information to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- d) **Object to processing of your personal information**. You also have the right to object where we are processing your personal information for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- e) **Request restriction of processing your personal information**. This enables you to ask us to suspend the processing of your personal information in the following scenarios: (a) if you want us to establish the information's accuracy; (b) where our use of the information is unlawful but you do not want us to erase it; (c) where you need us to hold the information even if we no longer require it as you need it to establish,

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exercise or defend legal claims; or (d) you have objected to our use of your information but we need to verify whether we have overriding legitimate grounds to use it.

- f) **Request transfer of your personal information.** We will provide to you, or a third party you have chosen, your personal information in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- a) **Right to withdraw consent.** However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us on info@morlandandmartin.co.uk

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

15. 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 your personal information (or to exercise any of your other rights). This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

16. Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

17. Glossary

Lawful Basis - Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal information for our legitimate interests. We do not use your personal information for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting [our data privacy manager whose contact information can be found at the beginning of this Privacy Policy].

Performance of Contract

Processing your information where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

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Comply with a legal or regulatory obligation	Processing your personal information where it is necessary for compliance with a legal or regulatory obligation that we are subject to.
Third parties	Service providers acting as processors based in the UK and Europe.
Social networking sites	Acting as processors to which you have linked your account. Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the UK who provide [consultancy, banking, legal, insurance and accounting services].
Regulators and other government authorities	Acting as processors or joint controllers based in the UK who require reporting of processing activities in certain circumstances.