

## AGWOOD LTD PRIVACY POLICY

At Agwood Ltd we are committed to protecting and respecting your privacy. Below are details of how we collect, store and treat your personal data:

### **Why do we collect personal Information about you?**

- To meet the terms of your order(s) and to fulfil existing contracts.
- To help monitor and improve our services and products and improve them for the future.

### **When is this information collected?**

- When you open an account with us
- When you place an order
- When we speak to you on the telephone
- When we receive an email
- When you visit our showrooms and website([www.agwood.co.uk](http://www.agwood.co.uk))

### **The types of personal data we collect:**

- Full business title
- Contact name
- Full address, telephone number, email address
- Delivery details (if different from trading address)
- Accounts department details and contact
- Trade references
- Vehicle and/or machine registration and identification numbers
- Telematics information about the location of your vehicle and/or machine

All these details are required to enable us to fully process orders and open a trading account.

### **When you place an order or open a trading account your data will be used as follows:**

- To verify your identity and to identify you when you contact us.
- To provide products and services including managing, processing, despatching and processing payment of your orders
- Manage your account and credit with us including records of your past purchases
- To contact you regarding your orders, payments and any other changes to our products or services
- To send you details of special offers and promotions if you have given us permission to do so
- To collect your bank details and certain financial information in order to arrange appropriate finance for your purchase.
- We may disclose your personal information to any of our staff, agents, suppliers or subcontractors where it would be reasonable to do so for servicing, deliveries, finance and warranty purposes. We will not share your personal data with any third parties for marketing purposes without your express consent
- To carry out marketing analysis and customer profiling(including with transactional information), conduct research, including creating statistical information using data supplied by you.

### **Sharing your personal data**

We will share your personal data with the following third parties for the following reasons:

- Ibcos Computers Limited for storage, back up, disaster recovery and IT support purposes

- Payment and delivery providers who provide services on our behalf, such as banking services and data management firms
- Credit reference agencies and fraud prevention agencies in order to verify your identity and credit score for opening a trading account
- Third party Debt collection agencies, insolvency practitioners and legal advisors
- Finance Companies
- DVLA for registering machines
- Livelink for JCB loadalls
- Datatag if fitted
- Suppliers
- Product and Warranty administration
- Any other applicable party.

While it is not our policy to disclose information to third parties unless clearly stated at the point of provision and with documented consent, there may be circumstances when we are legally obliged to do so, for example:

- Where we are required to do so by law;
- In relation to any legal proceedings, either ongoing or prospective;
- With the intention of exercising, establishing or defending our legal rights (including providing information to other party(s) in respect of the prevention of fraud for example); and
- Disclosure with a purchaser(s) (or prospective purchaser(s)) of any business or asset that we may either be in the process of, or planning to dispose of.

### **Where is your personal data stored?**

All personal data provided is stored on our secure servers, copied daily and kept off site and archived. All endeavours are taken to ensure that data is treated securely and in accordance with this Privacy Policy.

Transmission of information via the internet is not completely secure and, although we do our best to protect all personal data, we cannot guarantee the security of your data transmitted to our site and any transmission is at your own risk. We will use strict safeguarding procedures and security features to try to prevent any unauthorised access to your personal data.

### **Third party websites**

Our site may contain links to our partner networks, advertisers and affiliates. If you follow a link to any of these websites they have their own privacy policies and we do not accept any responsibility or liability for them. We advise you to check these policies before you submit any personal data to these websites.

### **You have the following rights and restrictions:**

- To request us to provide a copy of the information we hold about you (after confirming identity);
- To have any inaccuracies contained therein corrected;
- To request that we erase any information we hold about you if;
  - it is no longer necessary for us to handle your personal data;
  - you have withdrawn permission;
  - you object and there is no lawful reason for us to continue processing your personal data;
  - data unlawfully processed;
  - we erase your data to comply with legal obligations;
- To have a restriction placed upon our processing of your data;
- To instruct us to provide you with any personal information we hold about you via a Subject Access Request;
- To withdraw your consent and instruct us to cease all processing;

- To ask us not to process your personal data for direct marketing or profiling purposes.

We will comply with any of these requests and instructions as quickly as possible.

### **How long your Personal Data is kept:**

The length of time we store your personal information depends on the purpose and type of information we are holding.

Personal Data will be kept all the time you hold an account with us. This will enable us to contact you, keep records of past orders and supply new orders. No personal data will be kept for longer than necessary to fulfil our obligations and to meet our legitimate business interests and legal requirements.

Where permission has been given to contact you for marketing purposes we will get in touch with you periodically to ensure that you still wish to be contacted in this way.

### **Right to Object**

You have the right to object, on the grounds of your particular situation, to our processing of your personal data where we are doing so for the performance of a task carried out in the public interest or where we are carrying out processing for the purposes of legitimate interests pursued by us.

Should we process your personal data for automatic decision making or profiling purposes e.g., automated analysing or predicting your personal purchases and preferences, we will ensure that we tell you about this beforehand. This will only be done where it is a necessary condition of entering into a contract between us or where you have given us consent to do so.

### **Changes to our privacy policy**

Agwood Ltd reserve the right to revise this privacy policy or any part of it from time to time. Please check back frequently to see the updates or changes to this policy.

### **ICO Registration**

We are registered as a data controller with the Information Commissioner's Office and our registration number is: Z7395831.

Any Data Protection issues can be directed to our DPO (Data Protection Officer) at Agwood Ltd, Swingfield, Dover, Kent CT15 7HF – telephone: 01303 844682 – e-mail: [stephen.jones@agwood.co.uk](mailto:stephen.jones@agwood.co.uk)