



RED FIRE SAFETY SERVICES LTD

PRIVACY POLICY

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1. What does this policy cover?

1.1 Red Fire Safety Services is committed to safeguarding the privacy of our customers and complying with the General Data Protection Regulations (May 2018). This policy sets out how we will handle customers personal information including personal company e-mail addresses.

1.2 This policy does not apply to Business to Business data although many of the principals contained in this policy will also be applied to Business data.

1.3 We may, in some instances, pass your personal data to sub-contractors for the purpose of fulfilling some services purchased from us.

1.4 Our website contains links to third-party websites. We are not responsible for the privacy policies or practices of third parties or their websites.

1.5 We will only keep personal data for as long as necessary and will dispose of all personal data securely.

2. Collecting and Using Personal Data

2.1 This section of the policy describes how we will collect and use personal data. We may collect personal data via telephone, written communication, our website, e-mail or other similar technologies.

2.2 Personal Data Collection and Usage via Telephone

Personal data may be collected via telephone and may be recorded for training purposes and for the purposes of recording permission to send marketing mailshots and newsletters.

Personal data may be recorded on paper or electronically for the purposes of fulfilling the customer's request.

2.3 Personal Data Collection and Usage Via Written Communication

Personal data may be collected via written communication. This data will be retained in our offices and may be entered in our electronic records and databases for the purposes of fulfilling the customer's requests and orders.

2.4 Personal Data Collection and Usage Via Our Web Site

Personal information submitted to us via our website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- a. Administer our website.
- b. Improve your browsing experience by personalising the website.
- c. Enable your use of the services available on the website.
- d. Send statements and invoices to you and collect payments from you.

- e. Send you general (non-marketing) commercial communications.
- f. Send you email notifications which you have specifically requested.
- g. Send you our newsletter and other marketing communications relating to our business or the businesses of carefully-selected third parties which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology. A record of your agreement will be retained for as long as you remain on our mailing lists. You can inform us at any time if you no longer require marketing communications from us.
- h. Provide third parties with statistical information about our users – but this information will not be used to identify any individual user.
- i. Deal with enquiries and complaints made by or about you relating to the website.

Where you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the license you grant to us.

We will not, without your express consent, provide your personal information to any third parties for the purpose of direct marketing.

2.5 Cookies Policy

Our cookies policy applies to our website and branded pages on third party platforms such as Linked In, Google My Business, YouTube etc. and applications accessed or used through such websites or platforms which are operated by or on behalf of Red Fire Safety Services Ltd. For more information, please see the privacy policy associated with the specific website or platform you are using.

We may use cookies to help navigate and analyse our web site. A cookie consists of information sent by a web server to a web browser which is stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both “session” cookies and “persistent” cookies on the website. We may use the session cookies to keep track of you whilst you navigate the website. We may use persistent cookies to enable our website to recognise you when you visit. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use Wix Analytics to analyse the use of this website. Wix Analytics generates statistical and other information about website use by means of cookies, which are stored on users computers. The information generated relating to our website is used to create reports about the use of the website. Wix will store this information. Wix's privacy policy is available at:

<http://www.wix.com/about/privacy>

We use analytics related to branded pages on third party platforms such as Linked In, Google My Business, YouTube etc. and search engines, such as Google, where these relate to Red Fire Safety Services Ltd. For more information, please see the privacy policy associated with the specific website or platform you are using.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third-party cookies. For example, in Internet Explorer you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites.

2.6 Personal Data Collection and Usage via Email and Similar Technologies

Personal information submitted to us via e-mail or similar technologies, i.e. text messages etc. may be saved in our electronic records and databases for the purposes of fulfilling the customer’s requests and orders.

3. Updating Personal Data

3.1 Requests for updates to personal data should be made by written letter or e-mail if any of the personal information which we hold about you needs to be corrected or updated. Upon receipt of your request we will aim to amend your data within 10 working days of receipt.

4. Security of Personal Data

4.1 We take all reasonable steps to ensure that personal data is kept secure at all times. For further information on our security arrangements a copy of our security policy is available on request from info@redfiresafety.com

5. Disposing of Personal Data

5.1 All personal data will be disposed of securely. For electronic records this will involve all records being deleted from our databases and servers. For written communications and records this will involve all records being shredded.

6. Your rights

6.1 You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to:

- a. The payment of a fee
- b. The supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

6.2 We may withhold such personal information to the extent permitted by law.

6.3 You may instruct us not to process your personal information for marketing purposes by email at any time. We will only use of your personal information for marketing purposes if you have expressly agreed to this in advance. We will provide you with an opt-out facility for the use of your personal information for marketing purposes.

7. Disclosure

7.1 We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary. In addition, we may disclose your personal information:

- a. To the extent that we are required to do so by law.
- b. In connection with any legal proceedings or prospective legal proceedings.
- c. In order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk.)
- d. To the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling.
- e. To any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

7.2 Except as provided in this privacy policy, we will not provide your information to third parties.

8. International Data Transfers

8.1 Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this privacy policy.

8.2 Information which you provide may be transferred to countries (including the United States, Japan, other countries) which do not have data protection laws equivalent to those in force in the European Economic Area.

8.3 In addition, personal information that you submit for publication on the website will be published on the internet and may be available, via the internet, around the world. We cannot prevent the use or misuse of such information by others.

9. Policy Amendments

9.1 We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

10. Our Details

10.1 Our company details are as follows:

Red Fire Safety Services Ltd, Lockheed House, Unit 1, 238 Green Lane, London, SE9 3TL

Tel: 01689 493641

Email: info@redfiresafety.com

Company Number: 05072800

VAT Number: 203 6689 09