

Bywaters (Leyton) Ltd GDPR Privacy Policy

For the purposes of the General Data Protection Regulation ("GDPR") and UK data protection laws, the controller is Bywaters (Leyton) Ltd.

About this policy

This policy applies to all information collected by Bywaters on this website, by email, post and telephone conversations. The policy also sets out the way we process your personal data and to make sure you are aware of how we use your data.

Our commitment to privacy

Your privacy is important to us. In order to better protect your privacy we explain our online information practices and the choices you can make about the way your information is collected and used. To make this policy easy to find, we make it available on our home page and on every other page on the website.

How we collect your information

We may collect your personal data by means of a form on our website, by telephone, email or post. We may collect this data in the following ways:

- Directly from you, when you complete and return our Customer Contact form
- Directly from you when you contact us by telephone
- When we, from time to time, contact you regarding your sites or our services
- From someone else (e.g. account manager/referral) who is submitting information on your behalf, with your approval

The types of information we collect

If you are a user with general public and anonymously access, Bywaters' website captures your IP address that is automatically recognised by the web server.

We collect information from visitors who request for information or services via email, online forms and telephone conversations.

- Contact information, including first name, last name, company name, email addresses, telephone numbers, company addresses & site addresses
- Records of communications and interactions we have had with you
- Financial information, including bank account details, credit/debit card information over the phone but only if you have provided them
- Information relevant to our provision of our services

The way we use information

We use the information you provide about yourself when making an enquiry only to help with that enquiry.

We use your personal data in order to enable us to deliver and charge for the services we provide in accordance with our contractual obligations with each customer for each site we service and/or manage, including the provision of administrative and customer support.

The information we collect and process is required for us to be able to perform our contractual obligations and receive payment for the services we provide. Should you fail to provide this information, it could impact on our ability to deliver under the terms of our contract.

Sharing your information with others

We do not sell any personal or company data. We may share your information with outside parties.

- Cloud providers that help us store your info.
- IT service providers that help us with our internal IT issues.
- Reference checks with other companies and a third party obtaining references on our behalf.
- Third party for the processing of payments
- Third party companies for transport and logistics.
- Companies that help us send you targeted pop up notices when you are on our site.
- Credit check companies that help us understand your credit history.
- Survey companies that help us to send you surveys, for example to understand your experience at Bywaters.
- Couriers that help deliver letters to you.
- Lawyers representing us in the event of a legal claim.
- Regulators and law enforcement agencies (if there is a legal reason to share your data with them).
- Search engine operators that help us understand how to improve our visibility online.

We use return email addresses to answer the email we receive. Such addresses are not used for any other purpose and are not shared with outside parties. Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

Our commitment to data security

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

How you can access or correct your information

You can access all your personally identifiable information that we collect online and maintain by calling us or sending us an email. We use this procedure to better safeguard your information. You can correct factual errors in your personally identifiable information by sending us a request that credibly shows the error. To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

How long your information is kept

We keep your company data which may include personal data for as long as necessary. By law we are required to keep financial data for up to 7 years and environmental data for up to 4 years. We keep your contact information until we consider there is no need to provide administrative or customer support or until you request it to be erased.

Use of Cookies

When you visit our websites we may send you a cookie. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer/device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer/device.

A cookie stores a small data file on your computer. This file enables us to recognize you each time you visit us. Cookies help us in many ways, for example, by saving your region and language preference and for purposes of collecting non-personal data.

We may use cookies to:

- Count the number of times you visit our sites
- Compile anonymous statistics on website use
- Gather information on the type of Internet Browser and operating systems used

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

Your rights

Under certain circumstances, by law you have the right to:

- Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us to continue processing it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- Object to processing of your personal data in particular ways, including processing based on the lawful basis of legitimate interests and direct marketing.
- Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish

its accuracy or the reason for processing it.

- Request the transfer of your personal data to yourself or another party in a safe and secure way, without affecting its usability, for example in a format that is structured, commonly used, and machine-readable.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply. Further details regarding these rights can be found on the Information Commissioner's Office website: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

How to contact us

If you have any queries about this privacy policy or how we process your personal data, or if you wish to exercise any of your legal rights, you may contact us:

- by completing our online contact form: <http://www.bywaters.co.uk/contact-us.html>
- by email: info@bywaters.co.uk
- by telephone: 020 7001 6000 or
- by post: Bywaters Head Office, Lea Riverside, Twelvetrees Crescent, Bow, London E3 3JG

If you send an email or complete a form on the website asking for information or a service, or send a comment that requires a response, it will be passed to the appropriate department who will respond to you.

Bywaters (Leyton) Ltd are, and have been for the past seven years, members of the Information Commissioner's Office (registration No. Z2557892) which means you can be confident that any information we hold is managed safely and correctly in line with the ICO's regulations.

How to make a complaint

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner.

You can find out more about your rights under applicable data protection laws from the Information Commissioner's Office website: <https://ico.org.uk>