



Privacy Policy

Marine Lifts UK takes your privacy seriously and will only use your personal information to administer your account, to fulfill a contract or take steps linked to a contract and to provide the products and services you have requested from us.

We will not share or use your personal data with any other third party unless we have your express prior permission. In very rare circumstances we may have to share your personal information with another party without consent for example to the emergency services or HSE

What information do we collect?

We collect personal information when you request or use our services or request information about our services. This may include:

- Personal Identifiers - title, name, postal and email addresses, postcode and contact telephone numbers
- Business-to-Business Information - job title, business address and business email address
- Transaction Information – scheduling, contracting and payments
- Customer special requests and feedback including complaints - via calls, emails or via our website

Where does this information come from?

- Directly from you or your company
- Corporate customers and public information sources such as Companies House
- Comparison and review websites
- Social networks
- Business Account management operators
- Government and law enforcement agencies including HMRC, HSE & the emergency services

Privacy Policy continued

How do we use this information?

- To provide services and products requested by you
- To verify your identity or credit history
- To process payments
- To administer your account
- To communicate with you and provide customer services, including managing complaints
- To alert you by text, email or phone in the event of an unplanned occurrence, as a result of which we have to make alternative arrangements under our contract (or where we believe it is in your vital interests).
- In our legitimate interests regarding the conduct of our business, in particular ensuring customer satisfaction, maintaining goodwill and dispute resolution
- To investigate and process any complaints about our website or our products or services, and to maintain appropriate records for internal administrative purposes. We reserve the right to request evidence to support any claims or complaints.
- To protect our business and prevent fraud
- To monitor, test and control the performance and security of our systems, networks, processes and premises to prevent and detect fraud and protect our business
- For business performance and improvement
- To monitor and record incoming and outgoing calls and emails for staff training, quality improvement purposes and establishing facts
- To analyse transactions to enable us to improve our services and products and plan for our business.
- To ensure the safety & security of our employees
- To obtain statements from witnesses to accidents and other incidents and for the
- For developing corporate business and applying rates.
- For responding to a rights request under data protection legislation.
- For Legal and Regulatory purposes in connection with legal claims, compliance, regulatory and investigative purposes as necessary (including disclosure of such information in connection with claims, legal process or litigation);
- To comply with health and safety legislation, including accounting for whereabouts of our staff and logging accidents

How do we protect this information?

- All computers are password protected and access is restricted both physically and digitally
- Financial transactions are Transport Layer Security (TLS) encrypted and processed only by Data Security trained staff
- Once information is no longer required to be stored for business or legal reasons it is permanently deleted or destroyed

Privacy Policy continued

We will never share your personal data with any other third party without your express prior permission unless required to do so under the following circumstances:

- For purposes which are required by law:
- In response to requests by government, law enforcement authorities, or intelligence services and court orders
- To comply with health and safety legislation to which we are subject
- In responding to a rights request under data protection legislation.
- To protect your vital interests or those of another person
- To the emergency services where we believe it is necessary to protect your vital interests or the vital interest of another person
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You have the right to withdraw consent at any time however if the information we request is not provided, we may not be able to enter into or comply with a contract or our legal obligations. If you require any further information please contact our Data Protection Officer Jan Rook at accounts@switchlifts.co.uk

This policy is reviewed annually to ensure Marine Lifts UK meets its GDPR commitments.

Signed (Data Protection Officer):



Jan Rook

Date: 10 September 2019

Review Date: 10 September 2019

Date of next review: 10 September 2020