

### **3-PRIVACY POLICY**

This policy informs our users of our website of the different areas of information that we George Birchall Group Management Limited will collect from you or which is provided by you, and how it will be processed. If you choose to use our service, then you agree to the collection of data in accordance with this policy. We will not use or share your information with anyone except as described in this Privacy Policy.

#### **3.1-WHAT IS GEORGE BIRCHALL GROUP MANAGEMENT LIMITED?**

George Birchall Group Management Limited is made up of a number of related businesses:

- George Birchall Service Ltd
- George Birchall Ltd
- BEC
- Birchall Air Limited
- George Birchall Group Management Limited

#### **3.2-DATA CONTROLLER**

The Data Controller for George Birchall Group Management Limited, is:

Tony Birchall  
Managing Director  
George Birchall Group Management Limited  
Turner Crescent  
Loomer Road  
Newcastle-under-Lyme  
ST5 7JZ

01782 566885

T.Birchall@birchall.co.uk

#### **3.3-SUPERVISARY AUTHORITY REGISTRATION**

We are registered with the ICO (Information Commissioners Office) and comply with the General Data Protection Regulation 2018.

#### **3.4-LEGAL BASIS**

The General Data Protection Regulation has a few different reasons as to why as a company we may collect and process personal data, including:

**Contractual Obligations** – when we need to data to comply with contractual requirements

**Consent** – when we collect and process your data with your consent

**Legitimate Interest** – We may require you data to pursue our legitimate interests in a way which be reasonably expected as part of running our business, which will not impact on your freedoms, rights or interests.

**Legal Compliance** – we may need to collect your data should the law require us to.

### **3.5-THE WEBSITE**

www.birchall.co.uk and its owners, George Birchall Group Management Limited, will ensure the necessary steps are taken to protect your information.

### **3.6-DATA COLLECTION**

When do we collect your personal data?

- When you get in touch with us via email
- When you purchase a service or product from us
- When you contact us by any means with queries or complaints etc
- When you book an appointment with us
- When you comment to review our products or services
- When you fill in any forms
- When you have given a third party permission to share your data with us
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### **3.7-WHAT PERSONAL DATA DO WE COLLECT**

- NAME
- ADDRESS
- TELEPHONE NUMBER
- EMAIL ADDRESS
- BUSINESS ADDRESS
- INFORMATION GATHERED BY THE USE OF COOKIES IN YOUR WEB BROWSER
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### **3.8-HOW AND WHY DO WE USE YOUR PERSONAL DATA**

- We use your data to process any orders that you have made with George Birchall Group Management Limited
- To respond to any queries and complaints (we will keep a record of these to demonstrate how we communicated with you throughout the process in line with our legal and contractual obligations and our legitimate interests in providing the best service and for continuous improvement.
- If we have gained your consent, we will use your personal data to keep you informed by email about any relevant product/services
- To send you updated communications which are necessary to inform you about our changed to the services we provide
- To adhere to contractual or legal obligations to share the data with law enforcement
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### **3.9-HOW DO WE STORE YOUR DATA**

Protecting your personal data is most important to us. We have the appropriate safeguards in place to protect your data when it is saved on our network or in paper format, and we ensure that only the people that need to use the information have access to it.

### **3.10-HOW LONG DO WE KEEP YOUR DATA FOR**

We will only keep your data for as long as we need to, for the purpose it was collected.

### **3.11-COOKIES**

Cookies are small pieces of text sent by your web browser by a website you visit and stored on your computer's hard drive. If you do not wish for these cookies to be used when browsing this website then you can decline when you visit our website for the first time or you can disable using your browser and anytime.

### **3.6-CONTACT AND COMMUNICATIONS**

Once we have contacted you, we will make sure that we have got your explicit consent for any future liaisons.

You have the right to withdraw your consent to be contacted at any time by e-mailing [HR@birchall.co.uk](mailto:HR@birchall.co.uk)

### **3.7 EXTERNAL**

Our service only looks to contain safe and relevant external links to other sites, should we wish to use them. We ask all users to note that these external sites are not operated or owned by George Birchall Group Management Limited, and therefore we do not control or are responsible or liable for the content and their policies. Users are asked to review their privacy policies from these links.

### **3.8 SOCIAL MEDIA PLATFORMS**

George Birchall Group Management Limited is on Social Media, we use Facebook, Twitter and LinkedIn. We will never ask for personal or sensitive information through our Social Media.

Social media platforms can shorten lengthy website addresses, and although they take all reasonable actions to ensure the URLs used are genuine, they can be prone to spam and hacking. George Birchall Group Management Limited therefore cannot be held liable for any damages or implications caused by clicking on these shortened URLs.

### **3.10-YOUR RIGHTS**

You are the data subject, and with that comes your rights as to what we do with your data.

- **The right to be informed** – We always make sure that you know why we need your data, what we do with it, how we process, how long we hold it for, and if there is any transfer of data to a third party, with the right to withdraw consent.
- **The right of access** – You would like to know what data we hold on you? No problem, send us a request at [HR@birchall.co.uk](mailto:HR@birchall.co.uk). We will respond to you within 30 days.
- **The right to be forgotten** – You don't want us to hold your details any longer? E-mail us at [HR@birchall.co.uk](mailto:HR@birchall.co.uk)

- **The right to restrict processing** – Do you think the details we hold on you are not correct? Let us know and we will restrict the processing of the data, until we know we have the right details.
- **The right to data portability** – You want us to send a copy of your data to another data controller? [HR@birchall.co.uk](mailto:HR@birchall.co.uk)
- **The right to object** – You don't want us to send you any direct marketing materials? Tell us and we will stop [HR@birchall.co.uk](mailto:HR@birchall.co.uk)
- **Your rights in relation to automated decision making and profiling** – we don't use the automated decision making or profiling, but if we ever do you will be the first to know.

### **3.11-COMPLAINTS**

Not happy with how we have handled your data? In the first instances, please do let us know as we will happily put it right. Still not satisfied? Please contact the Information Commissioners Office (ICO) at <https://ico.org.uk/concerns/>

### **3.12-CHANGES TO THIS POLICY**

If we make any changes to this policy, we will update the version on our website, so you are always in the know.

### **3.13-CONTACT US**

If you have any questions, comments or requests regarding our Privacy Policy, please do not hesitate to contact us at [HR@birchall.co.uk](mailto:HR@birchall.co.uk)