

Privacy Policy

Here at GM Floor Screeds Ltd we are fair and transparent about everything we do including how we collect your data and then what we do with your data. We understand it's important that you feel confident in our ability to process your personal data securely. We want you to be 100% content with how we handle your information, or you want to see the information we've got on you, please just get in touch. Set out in this Privacy Notice is an outline of what sort of data we collect, why we collect it, how and when we process it and destroy it. If you'd like to see this information in more detail please refer to our Data Protection Policy.

GM Floor Screeds Ltd
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INFO@GMFLOORSCREEDS.COM

WWW.GMFLOORSCREEDS.COM

What, Why, When, Who, How?

- From customers we collect names, contact details e.g. email, postal address, phone number and payment details to enable us to do what we are in business to do; screed and underfloor heating systems from small domestic extensions to large commercial projects. From our employees we will ask for name, contact details, date of birth, bank account number, national insurance number, tax reference number and pension information to fulfill our legal obligations as an employer. We will also ask employees if they wish to share any health-related information that lets us know if we need to make special accommodations in the workplace. The work environment may in the future capture CCTV footage and stills to aid safety of the workforce and deter theft. When visiting our website / enter any personal data e.g. postal address on contact/registration forms we also collect this information.



- We collect personal data for several reasons. It allows us to run our business and website effectively. As well as this we can also ensure a responsive website experience. Additionally, we need the data to recruit, engage and pay our employees, sub-contractors and any third-party providers. Some of this information is used to fulfill our own legal obligations as a business e.g. filing tax returns. From time to time we will, with your explicit agreement, for marketing purposes send you information about our services that we believe may be of interest to you via email.

- We may get this information you submit directly via our secure website, emails you send to us, over the phone and traditional mail. Additionally, our website uses Cookies to collect information about you as well as Log Files and Google Analytics to process your data.

- Cookies are very small text files we place on your computer's hard drive with your permission. Cookies track how and when you visit our website and then allow us to work out what type of product or service interests you most so we can better meet your requirements. These cookies do not interfere with or have access to any other information on your computer. If you prefer, you can opt not to accept cookies; this may limit how you can use our website, but you may still use our website. Services delivered via the website such as video or embedded content from external providers may also place cookies on your computer; once again you will have the option to reject these cookies.

- Log files tell us how you are using our website, the pages you visit through your IP address. Your IP address tells us the location of your computer on the internet. We use IP addresses to administer the site, analyse trends, track user's movement and gather broad demographic information.

- Google Analytics is a web analytics service provided by Google. It uses cookies and IP addresses to analyse how users use our website. Information generated by the cookie will be transmitted and stored by Google on their servers in the USA to produce reports on website activity and internet usage for our website. Google may also transfer this information to third party providers where required to do so by law, or where it uses such

third parties to process information on Google's behalf. GM Floor Screeds LTD will not associate your IP address with any other data held by Google. You have the option to reject these cookies, but this will reduce the functionality of the website.

- If you wish to update any information with us and remove old and existing data we may have on file this can be done by a simple email. You can do this anytime by emailing us at info@gmfloorscreeds.com or calling our office on 01543 572177.

- If you've previously consented to receiving our marketing materials but have now changed your mind and wish to withdraw consent you can do this at any time by simply contacting us by emailing us at INFO@gmfloorscreeds.com or calling 01543 572177. We ensure that all our marketing emails have an unsubscribe button too, so if you decide you no longer want to hear from us, just follow the instructions to unsubscribe.

- As part of our own legal obligation as a business we share your personal data with HMRC. Depending on your relationship with us as customer, potential customer, sub- contractor, supplier or employee we may also share your information with via third party providers namely:
 - Nest for pensions
 - HSBC for payment processing
 - Sage Group Plc supplying invoicing and payroll function

- Your data will always be held securely. We ensure administrative, technical and organisational measures are in place to safeguard your data from unauthorised access, use, modification and disclosure of personal information in our custody and control. All information you provide to us is stored on our secure servers with encryption and regular system backup or it is in our robust physical storage facilities. All our third-party providers meet these standards too, to ensure your data is secure.

- Depending on what data we hold may depend on the length of time we keep it. We will keep data used for marketing purposes for which you have given explicit consent e.g.

email address until you withdraw consent, or we do a periodic refresh of our databases every 2 years. Other data e.g. sales and purchase invoices will be kept for 6 six plus the current tax year, as this is a requirement of the UK tax laws. After these time periods the data will be destroyed securely.

If you wish to see a copy, amend or withdraw your consent on the data we hold about you and want to see a copy of the personal data we hold and process on you, you can do this by contacting us through post to this address: GM Floor Screeds Ltd, Unit 2 Ranton Park, Martindale, Hawks Green, Cannock, Staffordshire, WS11 7XL.

If you are worried about your data or have a complaint about any policies we hold please send an email or letter to either INFO@GMFLOORSCREEDS.COM or the business address at GM Floor Screeds Ltd, Unit 2 Ranton Park, Martindale, Hawks Green, Cannock, Staffordshire, WS11 7XL. We pride ourselves on our professionalism and customer service, so naturally we take complaints very seriously. We will respond to complaints as soon as possible and certainly within 30 days.

GM Floor Screeds LTD

Reviewed and amended on 10/10/23

Due for renewable on 09/10/24



