

## Privacy Policy

This document details the privacy policy for Envision Engineering & Design Ltd, the Cottage, Davidson Lane, Thurso, KW14 7HT and the operation of its Web Site <http://www.envisionltd.co.uk> and governs the privacy of users (individual Customers or representatives of Clients) who may use this. It covers how the Company will comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) and the PECR (Privacy and Electronic Communications Regulations). The policy will explain areas of our website that may affect user's privacy and personal details; how we process, collect, manage and store such details and how user's rights under the GDPR, DPA & PECR will be adhere to. Additionally it will explain the use of cookies or software, advertising or commercial sponsorship from third parties and the download of any documents, files or software made available to users (if any) on this website. Further explanations may be provided for specific pages or features of this website in order to help users understand how we, this website and its third parties (if any) interact with users and their computer or other electronic devices in order to serve them. It is very important that the personal information we hold is accurate and up to date and we would be obliged if users let us know if at any time their personal information changes by emailing us at [info@envisionltd.co.uk](mailto:info@envisionltd.co.uk) which can also be used if they have any further questions

**The DPA & GDPR May 2018:** The Company and its website is committed to complying with the DPA (Data Protection Act 1998) and with the GDPR (General Data Protection Regulation) which came into effect in May 2018. In addition this policy will be updated as necessary after the completion of the UK's exit from the European Union.

**What we collect:** We collect and process various categories of personal information at the start of, and for the duration of a user's relationship with us. Personal data means any information capable of identifying an individual but does not include anonymised data. We may process the following categories of personal data about users:

- **Communication Data:** that includes any communication that is sent to us whether that be through the contact form on our website, through letter, e-mail, text, social media messaging, social media posting or any other communication that has been sent to us. We primarily process this data for the purposes of communicating with users and for record keeping.
- **Customer Data:** that includes data relating to any purchases of goods and / or services, such as user's name, job title (where applicable), billing address, delivery address, email address, telephone numbers, contact details, purchase details and credit / debit card details. We process this data to supply the goods and/or services that have been purchased and to keep records of such transactions and any contract that has been enter into.
- **User Data:** that includes data about how users use our website and any online services together with any data that they post for publication on our website or through other online services. We process this data to operate our website and ensure relevant content is provided to users, to ensure the security of our website, to maintain back-ups of our website and / or databases and to enable publication and administration of our website, other online services and business.
- **Technical Data:** that includes data about user's use of our website and online services such as their IP address, their login data, details about their browser, length of visit to

pages on our website, page views and navigation paths, details about the number of times they use our website, and other technology on the devices used to access our website. The source of this data is from our analytics tracking system. We process this data to analyse use of our website and other online services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising.

- **Marketing Data:** that includes data about user's preferences in receiving marketing from us and our third parties and their communication preferences. We process this data to enable users to partake in our promotions and to deliver relevant website content and advertisements to them and measure or understand the effectiveness of this advertising.

We may use Customer Data, User Data, Technical Data and Marketing Data to deliver relevant website content and advertisements to users (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the advertising we serve users and to facilitate the growth of our business.

**How We Collect User's Personal Data:** We may collect data about users by them providing the data directly to us (for example by filling in forms on our site or by sending us emails) or data collected from publicly available sources such as Companies House and the Electoral Register. We may automatically collect certain data from users as they use our website by using cookies and similar technologies and may receive data from analytics providers e.g. Google, advertising networks e.g. Facebook, search information providers e.g. Google or providers of technical, payment and delivery services, such as data brokers or aggregators.

**What we do with the information we gather:** We may process user's information where it is in our legitimate interest to do so and without prejudicing users interests or their rights and freedoms. We may process this information to understand users' specific needs, to provide them with products and services and for the following reasons:

- a. in the day-to-day running of our business,
- b. in ensuring that our processes and systems operate effectively
- c. and that we comply with legal obligations applicable to us

We may use User's information to improve our products and services and may use such information to periodically send them mail and email about new products and services, offers or other information. From time to time we may also use the information to make contact you for market research purposes or use such information to customise our website.

**Data Security:** We have put in place security measures to prevent user's personal data from being accidentally lost, used, altered, disclosed, or accessed without proper authorisation. We also allow access to such personal data only to those employees and partners who have a business need to know this data. They will only process user's personal data on our instructions and they are made aware that they must keep it confidential.

**How long we keep user's information:** We will only retain user's personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers. In some circumstances we may anonymise user's personal data for research or statistical purposes in which case we may use this information indefinitely without further notice to them.

**Sharing with third parties:** We will not share user's personal information with anybody outside Envision Engineering Design unless we have the user's permission or we are required by law to do so.

**Disclosures of User's Personal Data:** We may have to share user's personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers
- Government or public bodies that require us to report processing activities.
- Partners that we use to deliver or part deliver products or services.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.

We require all third parties to whom we transfer user's data to respect the security of their personal data and to treat it in accordance with the law. We only allow such third parties to process user's personal data for specified purposes and in accordance with our instructions.

**User's Legal Rights:** Under data protection laws individuals have rights in relation to their personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If a user wishes to exercise any of the rights set out above, they should please email us at: [info@envisionltd.co.uk](mailto:info@envisionltd.co.uk).

Users will not have to pay a fee to access their personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if their request is clearly unfounded, repetitive or excessive or refuse to comply with their request in these circumstances.

We may need to request specific information from the user to help us confirm their identity and ensure their right to access their personal data (or to exercise any of their other rights). This is a security measure to ensure that personal data is not disclosed to any

person who has no right to receive it. We may also contact the user to ask them for further information in relation to their request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if the request is particularly complex or the user has made a number of requests. In this case, we will notify them.

If users are not happy with any aspect of how we collect and use their data, they have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We should be grateful if the user would contact us first if they do have a complaint so that we can try to resolve it for them.

**Use of Cookies:** This website uses cookies to better the users experience while visiting the website. As required by legislation, where applicable this website uses a cookie control system, allowing the user to give explicit permission or to deny the use of /saving of cookies on their computer / device. Browsers can be set to refuse all or some browser cookies, or to alert users when websites set or access cookies. If these are disabled or set to refuse cookies, please note that some parts of the website may become inaccessible or not function properly.

**What are cookies?:** Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors or use the cookie control system if available upon their first visit.

**Website Visitor Tracking:** This website uses tracking software, Google Analytics, to monitor its visitors to better understand how they use it. The software will save a cookie to user's computer's hard drive in order to track and monitor their engagement and usage of the website, but will not store, save or collect personal information.

**Third Party Links:** This website may include links to third-party websites, plug-ins and applications for example our advertising partners, who may have detailed privacy policies relating directly to their content. Although we endeavor to only include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout our website as using those links or enabling those connections may allow third parties to collect or share data about the user. In addition, this will send them to the advertiser's website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on user's computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned and as we do not control these third-party websites we are not responsible for their privacy statements. When leaving our website, we encourage users to read the privacy notice of every website they visit.

**Downloads & Media Files:** Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party antivirus software or similar applications. We accept no responsibility for third party downloads and downloads provided by external third-party websites and advise users to verify their authenticity using third party antivirus software or similar applications.

**Contact & Communication with Us:** Users contacting us through this website do so at their own discretion and provide any such personal details requested at their own risk. User's personal information is kept private and stored securely until a time it is no longer required or has no use. Where we have clearly stated and made users aware of the fact, and where they have given their express permission, we may use their details to send them products / services information through a mailing list system. This is done in accordance with the regulations named in 'the policy' above.

**Email Mailing List & Marketing Messages:** We will only contact users if they specifically agree to receiving information. We will never add user's information to a mailing list without their express permission.

**Shortened URL's:** URL shortening is a technique used on the web to shorten URL's (Uniform Resource Locators) to something substantially shorter. This technique is especially used in social media and looks similar to this (example: <http://bit.ly/zyVUBo>). Users should take caution before clicking on shortened URL links and verify their authenticity before proceeding. We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

**Social Media Policy & Usage:** We adopt a Social Media Policy to ensure our business and our staff conduct themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media. There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. Users use social sharing buttons at their own discretion and accept that doing so may publish content to their social media profile feed or page.