

## Data Privacy Policy

This policy regulates how SitAbility Limited (The Company, "us", "our" or "we") collects, uses, stores and disposes of personal data in accordance with the General Data Protection Regulation (EU) 2016/679 requirements (GDPR), EU legislation effective from May 25th, 2018.

These guidelines set out the way we handle and process personal data and the responsibilities of our data controller and data processors in handling that data.

As defined by ICO (the Information Commissioner's Office), we are registered as a "data controller" that determines the purposes and method of processing personal data in accordance with current data protection legislation.

We also act as a "data processor" when servicing our customers and clients where we operate under the direct instructions of their data controller.

We reserve the right to change this policy at any time on notice or as required by law so please check it from time to time. This latest version was updated on 22<sup>nd</sup> May 2018.

### What personal data does SitAbility collect?

Personal data, or personal information, means any information about an individual from which that person can be identified.

We only collect personal data about you or your personnel where it is specifically and knowingly provided, or where it is necessary for us to hold and process to supply goods/ services to you or your organisation as requested from us and there is a valid legal reason.

SitAbility holds the following types of data:

- 1. Personal information** on customers, suppliers and third parties who work with us or handle products/services to or from us. This includes names, addresses, contact numbers and email addresses.
- 2. Names and contact details**, including email addresses, for individuals who have registered to receive marketing information such as our emailed In Motion Newsletter.
- 3. Limited special category data** consisting of individuals' body measurements, weight, disabilities and medical / postural conditions. This data will include an individual's name, telephone number and / or email address so we can arrange site visits for product assessment and set up. Such information is only collected with the subject's knowledge and consent.
- 4. Non-personal information** about the use of our web site. Wherever possible we use aggregated or anonymous information which does not identify individual visitors to our website. Please see the section below on Cookies.

### How does SitAbility receive and collect personal data?

- 1. Customers, third parties and people who work with us:** Provided when opening an account, ordering goods/ services or updating us with relevant changes and additions in your organisations as authorised by your data controllers
- 2. Marketing:** Collected through our web site, conferences, exhibitions where the individual's consent has been received. All individuals are free to de register at any time.
- 3. Private Individuals:** Supplied directly by the individual or on their behalf by someone else such as an employer, legal entity or healthcare professional to provide a service or product. Only held with the data subject's consent.
- 4. Suppliers:** Provided by the supplier in order to trade with us.

### How does SitAbility lawfully use personal data?

We only collect personal data that we need for a specific purpose and it is only retained for as

Data protection legislation requires that we meet certain conditions to process your personal data. These most commonly are:

**Performance of Contract:** where it is necessary for the performance of a contract to which you are a party or where you are taking steps to enter into such a contract.

**Legitimate Interest:** where it is in the interest of our Company to conduct and managing it to enable us to give you the best service/product in the most secure way.

**Compliance with a legal or regulatory obligation:** where it is required to fulfil legal or regulatory obligations such as taxation.

The Company only processes personal data including “special category” where the data subject or the relevant organisation has given consent, or where processing is required for the performance of a contract or transaction such as the individuals need for an on site assessment for funding or advice about our products.

If we need to use your personal data for an unrelated purpose, we will notify you and advise of the legal basis that requires us to do so.

### **Who does SitAbility share personal data with?**

We will not disclose your information to anyone outside the Company except where we are required by performance of contract or permitted by law.

To do this we may need to share personal data with third party organisations /persons such as external assessors, family members, manufacturers, couriers, professional or government bodies.

We require such third parties to respect the security of your personal data and treat it in accordance with the law. We do not allow them to use your personal data for their own purposes and only permit them to process your personal data for specific purposes in accordance with our instructions.

If we sell, transfer, or merge parts of our business we may need to share personal data with prospective new owners. Should such a change occur under GDPR regulations new owners would be obliged to advise you of their privacy policy and you would have the option to de-register.

### **Right of access to personal data held by SitAbility**

The Company understands you have the right to know about what data we hold, store, share and processes about you, as detailed in Article 15 (Right of access by the data subject) of GDPR. You are only entitled to data held about yourself and not that held on anyone else.

### **Your rights in relation to your personal data:**

The Company accepts that you have the following rights with regards to any personal data stored about you:

The right to be informed...by subject request

The right to access... by subject request

The right to rectification... where data held is inaccurate/incomplete

The right to erasure... where lawful and data is no longer required for the purpose supplied

The right to withdraw consent....where this is the lawful basis for processing your data

The right to restrict processing...if there is a dispute about your data

The right to data portability....where you wish data to be sent to another data controller

The right to object...to use of data for direct marketing or scientific research /statistics

The right not to be subject to automated decision-making such as profiling... where it has a significant or legal effect on you.

If you want to exercise any of these rights, a data access request can be made verbally or in writing to our Data Protection Officer, as in the Contact section below. The Company will verify your identity and act on your request within one month of receipt, as per the GDPR guidelines. Normally you will not have to pay a fee. However if we feel your request is not corroborated, repetitive or excessive we reserve the right to refuse the request or charge the appropriate administration fee. If a request is refused, we will explain why and inform you of your right of appeal to our Managing Director.

If you are not happy with the way we handle or process your personal data, we request that you raise a complaint with our Data Protection Officer first. However, you also have the right to complain to the Information Commissioner Office (ICO) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England, UK.

### **Data Security**

We have appropriate security measures to prevent your personal data from being accidentally lost, altered or disclosed, accessed or used in an unauthorised way. The Company systems and devices are monitored and backed up continuously. All our internal and external systems are located within the EU. Some information is held as paperwork notably client assessments which are stored securely in filing cabinets.

Access to personal data is restricted to those employees, agents, contractors or other third parties who have a contractual requirement. They only process your personal data on our instructions and are subject to a duty of confidentiality. We train our staff to be fully aware of the possible risks in handling personal data and ensure it is always used within a strict need to know regime both internally or externally with organisations.

### **Data Breaches**

The Company understands the importance of any personal data breach and has in place procedures to identify, assess and respond to any suspected breach promptly with notification to you and the ICO within 72 hours under GDPR regulations, as necessary.

### **Data Retention**

We only retain personal data for as long as is necessary to fulfil its purpose(s) including satisfying any legal, accounting, or reporting needs.

To decide on the appropriate retention time we consider the amount, nature, and sensitivity of the personal data against the potential risk of harm from its unauthorised use or disclosure.

The Company holds personal data for six years, unless there is a requirement to do otherwise. For example if the transaction / contract involves a warranty exceeding this period or for insurance purposes.

By law for tax purposes, we have to keep basic customer information (including contact, identity, financial and transaction data) for this length of time even after you cease being a customer.

At the end of this allotted time any personal data is securely erased from all our systems with paper information shredded. If you request your personal data to be disposed of under "your right of erasure" before this time we will act on your instructions where we can lawfully do so. All hard drives of obsolete devices are wiped clean prior to disposal.

### **Cookies / Website**

The Company may use cookies to track visitor search patterns on our website such as Google Analytics. This information is used to help monitor and improve our site for better viewing. The cookies in question '\_ga', '\_gid' & '\_gat', only collect information on the pages visited anonymously, so cannot be used to identify you personally. We do not use advertising cookies but have to permit certain technology providers (currently Google and Mailchimp) to place third

### **Third-party website links outside of our control**

Our website may include links to third-party websites, plug-ins and applications. Clicking on these links or enabling the connections may allow third parties to collect or share your personal data. We do not control such third-party websites and are not responsible for their privacy statements that we advise you read on visiting them.

### **Trademarks/Copyright**

Our SitAbility website contains material which is protected by copyright and other intellectual property rights. All copyright and intellectual property rights including names, images and logos are owned by SitAbility Limited unless otherwise stated. All rights are reserved. We permit you to make copies of information for incidental viewing and reasonable private use. All other uses are prohibited without consent.

### **Registration with ICO**

The Company is registered with the Information Commissioner's Office (ICO) and you can view our registration here: <https://ico.org.uk/ESDWebPages/Entry/ZA474785> or by visiting the ICO website at [ico.org.uk](http://ico.org.uk) and entering the following reference number: ZA474785 .

### **Data Protection Officer – Contact Information**

The Company has appointed a Data Protection Officer (DPO). The DPO can be contacted at [dpo@sitability.co.uk](mailto:dpo@sitability.co.uk) or by calling 0118 957 4620. You can also write to:

The Data Protection Officer  
SitAbility Ltd  
Burghfield Bridge Industrial Estate  
Green Lane Burghfield  
Reading RG30 3XN