

Privacy Policy

The policy: This privacy policy notice is for this website; www.cvlane.co.uk and served by CV Lane & Son Plumbing & Heating Contractors, 39a Owen Street, Coalville, Leicestershire, LE67 3DA and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, CV Lane & Son Plumbing & Heating Contractors.
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a users computer or device.

Processing of your personal data

- We are registered with the ICO under the Data Protection Register, our registration number is: Z2332819.

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases:

- Contract
- Legal obligation
- Legitimate interests

We may process your account data for the purposes of providing our services to you, ensuring the security of our services, maintaining back-ups of our databases and communicating with you. The account data consists of your title, name, address and contact details, which may include email address(es) and telephone number(s). The legal basis for this processing is our legitimate interests, namely the proper administration of our business and/or the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.

In addition to the specific purposes for which we may process your personal data we may also process any of your personal data where such processing is necessary for

compliance with a legal obligation to which we are subject, or to protect your vital interests or the vital interests of another natural person.

We may disclose your personal data to any staff member of our company, as necessary, to perform the contract between you and us and/or taking steps, at your request, to enter into such a contract.

We may disclose your personal data to our insurers and/or professional advisers, as necessary, for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

We may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

Our data retention policies and procedures are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

Personal data that we process for the performance of a contract between you and us shall not be kept for longer than is necessary for that purpose.

We will retain your personal data for a maximum period of seven years following the completion of the contracted service. Following this period your personal data will be securely deleted or destroyed.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

Your individual rights

Under the GDPR your rights are as follows. You can read more about your rights in details here;

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Transparent Privacy Explanations

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

Sponsored links, affiliate tracking & commissions

Our website may contain adverts, sponsored and affiliate links on some pages. We only use trusted advertising partners who each have high standards of user privacy and security. However we do not control the actual adverts seen / displayed by our advertising partners. Our ad partners may collect data and use cookies for ad personalisation and measurement. Where ad preferences are requested as 'non-personalised' cookies may still be used for frequency capping, aggregated ad reporting and to combat fraud and abuse.

Clickable sponsored or affiliate links may be displayed as a website or as a titled text link.

Clicking on any adverts, sponsored or affiliate links may track your actions by using a cookie saved to your device. You can read more about cookies on this website above. Your actions are usually recorded as a referral from our website by this cookie.

If you have any concerns about this we suggest you do not click on any adverts, sponsored or affiliate links found throughout the website.

Resources & further information

- Overview of the GDPR - General Data Protection Regulation
- Data Protection Act 1998
- Privacy and Electronic Communications Regulations 2003
- The Guide to the PECR 2003
- Google Privacy Policy
- Small business GDPR policy template