



This privacy notice sets out how Advanced Access Ltd collects, uses and protects personal data that you provide to us. In accordance with the General Data Protection Regulation (GDPR) it also sets out the legal basis on which such personal data is processed.

## **Processing on the legal basis of 'legitimate interests' (Article 6.1(f) of the GDPR)**

In simple terms the legal basis of 'legitimate interests' means that the processing is necessary to provide the services Advanced Access Ltd provides as a specialist supplier of Access Control, CCTV, Door Entry, Security Systems and associated accessories to UK based installers.

In order to do this we may collect and keep a record of personal data about you from our website, telephone conversations, emails and written communications. When you contact us via our website, you may be required to provide certain information such as your name, company name, telephone number and email address. We may also ask you for additional information such as your mobile phone number, address, or credit card details as required under the circumstances. Please let us know if any of your personal data changes or is inaccurate so that we may keep our records up-to-date.

We may use the personal data we collect from you in various ways, including to:

- to provide you with a quotation
- to process any orders placed by you
- to communicate with you
- for maintaining our internal records
- to improve the quality of our service/s and
- to perform analytics from search engine providers for website performance, your interest in specific product types, customise our website in accordance with your interest or special offers for instance

Our website may contain links to other websites of interest. If you follow these links to other sites then you need to be aware that your data will be subject to the privacy and cookie policies of those sites.

Your personal data may be shared with a third party under events that for example might include;

- we were to sell or buy any business or assets,
- if Advanced Access Ltd and its assets were acquired by a third party
- if we are under a legal duty
- if we needed to enforce our terms and conditions of trade
- any other such agreements which may include fraud protection or credit risk reduction

We do not share your personal data with any third parties for marketing purposes.



### **Processing on the legal basis of 'consent' (Article 6.1(a) of the GDPR)**

In certain circumstances we may ask for your specific permission ('consent') before processing your personal data. In these circumstances we will provide notice of the exact nature of the processing and give you a genuine choice to accept or refuse.

Should you choose to accept ('consent') to such processing you then have the right to withdraw your 'consent' at any time by informing us that you no longer give permission for your personal data to be used in this way.

### **Processing on the legal basis of 'necessary for contract' (Article 6.1(b) of the GDPR)**

In simple terms the legal basis of 'necessary for contract' means that the processing is necessary to fulfil the contract that we have agreed or need to enter into with you.

Processing based on this basis includes:

- Name and address for delivery of goods/services
- Contact details for communications purposes
- Payment details for goods/services
- Financial details for credit scoring

### **Retention of personal data**

Unless there are overriding legal requirements, we retain your personal data only for as long as necessary to:

- Complete the service requested
- Perform our legal obligation by retaining minimal information on a suppression list to maintain your contact preferences

### **Keeping your personal data secure**

All information we collect about you will be used and protected by us in accordance with current data protection law and this Privacy Notice.

We are committed to ensuring that your information is kept secure. In order to prevent unauthorised access or disclosure we have put in place appropriate technical and organisational measures to safeguard personal data from loss, misuse, unauthorised access, disclosure, alteration, damage or destruction.

### **Cookies**

In respect of data collected from our website, we use standard technology called 'cookies'. Cookies are small pieces of information that are stored by your browser on your computer's hard drive. We need this information to identify you and to store information about the products you view between visits. This helps us to improve our service to you. Although most browsers automatically accept cookies you can usually change your browser to prevent cookies being stored. If you do turn cookies off, however, this may limit the service that we are able to provide to you.



## **Personal data transfers**

We do not transfer the personal data we collect to any other entity outside of the EEA.

## **Your data protection rights**

Under GDPR you have certain rights with regards to the processing of your personal data. If you would like to exercise any of these rights or need further information please contact us at [gdpr@advanced-access.co.uk](mailto:gdpr@advanced-access.co.uk) or by writing to the Data Protection Officer at Unit 1b, Spinney View, Stone Circle road, Round Spinney, Northampton NN3 8RF.

These rights are summarised below.

### **Right of access**

You may request details of personal data that we hold about you including:

- a description of the personal data, the purposes for which it is being processed, whom it may be shared with and how long it is kept for
- information on your rights of rectification, erasure, restriction objection and portability as described below
- existence of automated decision making where relevant
- transfer safeguards where relevant

### **Right of rectification**

You have the right to have inaccurate personal data rectified without delay.

### **Right to erasure**

Under some circumstances you have the right to request the erasure of your personal data without undue delay.

#### Examples

- Withdrawal of consent where consent was basis of collection
- No longer necessary for purposes collected
- No overriding 'legitimate interest' grounds

### **Right of restriction**

- You have the right to ask us to restrict the processing of your personal information under the following circumstances
- Accuracy is contested
- Processing is unlawful but you oppose deletion and request restriction instead
- Your personal information is no longer needed by us but you require it to be kept for establishment, exercise or defense of legal claims
- Pending a right to object action (see below)



### **Right to object**

You have the right to object to processing of your personal information on grounds relating to your particular situation or circumstances.

You have the right to object to direct marketing.

### **Right to portability**

You have the right to have your personal data that we have collected on the legal basis of 'consent' transferred to another entity in a machine-readable format.

### **Right to lodge a complaint with a Supervisory Authority**

You have a right to lodge a complaint with the Supervisory Authority in the country of your place of residence or work. The Supervisory Authority in the UK is the Information Commissioner's Office (ICO).

We may change this policy from time to time by updating this page. This policy is effective from May 2018.