

Privacy Policy

We ask that you read this privacy notice carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

Dean & Reddyhoff Ltd collects, uses and is responsible for certain personal information about you. When we do so we are regulated under the Data Protection Act 2018 (and, for so long as the United Kingdom is a member of the European Union, the General Data Protection Regulation 2016) and we are responsible as ‘controller’ of that personal information for the purposes of those laws.

Information we may collect from you

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To enable us to respond to your website enquiry after you have completed our online form on our website or on our Facebook page	<ul style="list-style-type: none"> • Identity information • Contact details 	<ul style="list-style-type: none"> • To provide you with a bespoke quote
To process and deliver marina, boatyard or other services to you, including but not limited to managing payments, fees and charges Collect and recover money owed to us	<ul style="list-style-type: none"> • Identity information • Contact details • Financial information • Details of other transactions with us • Marketing and Communications 	<ul style="list-style-type: none"> • Performance of a contract with you • Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: Notifying you about changes to our terms or privacy policy Asking you to leave a review or take a survey	<ul style="list-style-type: none"> • Identity information • Contact details • Profile information concerning your account and purchasing history • Marketing and Communications 	<ul style="list-style-type: none"> • Performance of a contract with you • Necessary to comply with a legal obligation • Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	<ul style="list-style-type: none"> • Identity information • Contact details 	<ul style="list-style-type: none"> • Performance of a contract with you

	<ul style="list-style-type: none"> • Profile information concerning your account and purchasing history • Details of your usage of our website, goods and services • Marketing and Communications 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	<ul style="list-style-type: none"> • Identity information • Contact details • Technical IT data 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) • Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	<ul style="list-style-type: none"> • Identity information • Contact details • Profile information concerning your account and purchasing history • Details of your usage of our website, goods and services • Marketing and Communications • Technical IT data 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	<ul style="list-style-type: none"> • Technical IT data • Details of your usage of our website, goods and services 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

<p>To provide access to secure areas of our sites (such as car parks)</p>	<ul style="list-style-type: none"> • Identity information • Contact details • Profile information concerning your entry and exit from certain areas of our site • Technical IT data 	<ul style="list-style-type: none"> • Necessary for our legitimate interests (concerning security for our sites)
---	---	--

If we have received your consent via our newsletter subscription enquiry form on our website or on our Facebook page, we may use your personal data to send you our e-newsletter and make suggestions and recommendations to you about goods or services that may be of interest to you.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

Information collected from other sources

We also obtain personal information from other sources as follows:

- **Automated technologies or interactions.** As you interact with our website, we may automatically collect certain technical data (for example, internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and version, operating system and platform and other technology on the devices you use to access this website) about your equipment, browsing actions and patterns. We collect this personal data by using cookies, and other similar technologies. Please see our [cookie policy](#) for further details.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:
 - technical IT data from analytics providers such as Google based outside the EU;
 - technical IT data concerning IP addresses, device names and browsing history from WiFi supplier;
 - some usage and contact information from the user-managed electricity provider.

IP addresses and cookies

We may collect information about your computer, including your IP address, operating system and browser type, for system administration and analytical reporting. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

Our website uses cookies to distinguish you from other users of our website. Cookies are small data files, which are stored on the hard drive of your computer. Cookies contain certain

personal information about you, which help us to improve our site and to deliver a better and more personalised service.

You can refuse to accept cookies by changing your browser settings. If you do this, you may not be able to access all areas of our website.

Where we store your personal data

We will take all reasonable steps to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us via email or through our website will be stored on our secure servers, or the secure servers of third parties authorised by us.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Transfer of your information out of the EEA

To deliver services to you, it is sometimes necessary for us to share your personal information outside of the European Economic Area (EEA), e.g.:

- with our IT service providers located outside the EEA; and
- with our data processors in the United States of America in order to facilitate the sending of marketing emails.

These transfers are subject to special rules under European and UK data protection law and whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it.

Disclosure of information

We may share your personal data (contact details, financial information, details of your boat and vehicle details) with our third party suppliers who provide software to us. These companies provide the software to communicate with you by email and letter, our databases, payment systems, marketing emails and some site access systems. This data sharing enables us to manage our sites.

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

We will share personal information with law enforcement or other authorities if required by applicable law.

We will not share your personal information with any other third party – for example, we do not share your personal data with any of our tenant or group companies and we do not sell or give data to any third party.

How long your personal information will be kept

We will only retain your 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.

- We will hold financial payment information for only the time it takes to process that payment (whether direct debit, standing order, credit or debit card payment)
- We will hold your contact details and transaction history for six years (or such other period as may be required for legal, insurance or regulatory purposes) after the end of your contract with us, unless you have opted in to receive our e-newsletter, in which case we will retain your contact details after such period unless and until you opt out of receiving such communications from us

Your rights

Under the General Data Protection Regulation you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information
- access to your personal information and to certain other supplementary information that this privacy policy is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of those rights, please:

- email, call or write to us;
- let us have enough information to identify you (eg your full name and contact details and your boat details);

- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know the information to which your request relates.

If you would like to unsubscribe from any e-newsletter you can also click on the 'unsubscribe' button at the bottom of the e-newsletter.

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

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

We hope that we can resolve any query or concern you raise about our use of your information.

The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be notified to you by email and published on our website www.deanreddyhoff.co.uk.

Contact

Questions, comments and requests regarding this policy are welcomed and should be directed to info@deanreddyhoff.co.uk, Portland Marina, Osprey Quay, Portland, Dorset DT5 1DX or 01305 866190.

Dean & Reddyhoff Ltd
May 2018