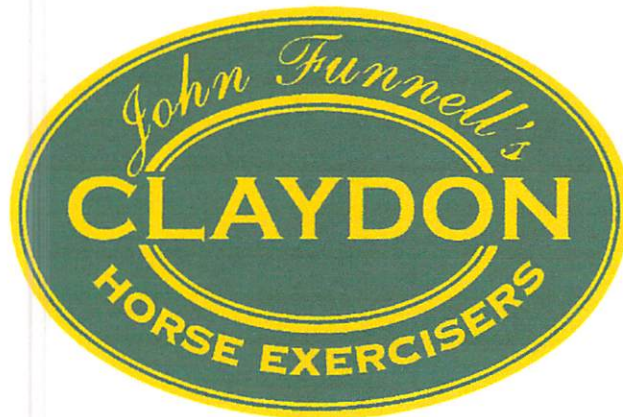


# Privacy Notice

## Customers

Claydon Horse Exercisers Limited

11<sup>th</sup> July 2018



# Privacy Notice

## **What information do we collect from you?**

- Your name
- Your job title (when provided)
- The name of your employer (if applicable)
- Your address
- Your mobile and/or fixed-line telephone number
- Your email address
- The handle of your personal LinkedIn profile (when provided)
- Any feedback you provide on our customer service
- Your testimonials concerning our products and services
- Copies of your correspondence with us (including emails)

The information we collect is categorised as contact details, customer service feedback, product/service testimonials and correspondence.

## **Why do we collect this information?**

You are one of our customers, or a contact nominated by one of our customers.

If you are one of our customers and a private individual, we will process your Personal Data in support of the contract governing our supply of goods and services to you, and to fulfil our legal obligations under taxation law.

Should you be a contact nominated by one of our customers, we will process your Personal Data under our legitimate interests, notably:

- Delivery of products and services supplied by the business

In all cases, we will also process your Personal Data under our additional legitimate interests, which are:

- Direct marketing of our entire product and services portfolio
- Customer service
- Account management
- Soliciting customer feedback on the customer service they experience
- Soliciting and publishing customer testimonials concerning the products and services offered by the business

If you are one of our customers and a private individual, or representing one of our customers who is a private individual we will only send you marketing emails if you have given your consent for this, or you have purchased a similar product or service from us in the past.

Should you have registered one or more of your telephone numbers with the Telephone Preference Service (TPS) or the Corporate Telephone Preference Service (CTPS), we will only call you for marketing purposes if you have given your consent for us to do so.

We will also collect and use the address at which the equipment we installed is located, and where this address is owned by a private individual our processing is covered by our legitimate interest of:

- Record-keeping on installed horse exerciser equipment throughout its lifetime of practical use

### **Where did we get your information?**

Your details have been collected from you directly or supplied by your employer.

### **Who might we share your information with?**

We will share your Personal Data with British local and central government bodies and agencies; to the extent required by law.

We will also share your Personal Data with our suppliers, such as those providing data storage, record-keeping, messaging and courier/delivery services. Such suppliers will process your Personal Data solely at our direction, and not for any other purpose.

### **Can I opt out?**

Please contact us at [privacy@claydon.com](mailto:privacy@claydon.com):

- If you want to opt-out of direct marketing
- When you have given your consent to receive marketing emails from us, withdraw this consent
- When one or more of your telephone numbers are registered with the TPS or CTPS, withdraw any consent you have given us to make marketing calls to you
- Should you wish for us to withdraw any testimonials you have provided from circulation
- If our equipment is installed at a private address, to exclude this address from our equipment record-keeping

## **What do we do with your information?**

We will use your Personal Data to communicate with you regarding the products and services we supply to you.

In cases where you have provided us with feedback on our customer service, we will use this to improve and influence the products, services and customer experience we provide.

When you have provided testimonials concerning our products and services, we will publish these in our marketing materials (including your name, job title and employer if you have agreed to this).

Where our equipment is installed at a private address, we associate this address with the technical information and service history concerning the installation. This is solely to help you and any future owners of the estate maximise the lifetime of our equipment, and not for marketing purposes.

## **How long do we keep hold of your information?**

Any copies of your correspondence will be retained for up to seven years, along with your name and job title (where provided).

If you are a customer and a private individual, we will retain:

- Your name
- Your address

for up to seven years after you last purchased a product or service from us.

If the equipment we supplied is installed at a private address, we will retain this address for up to thirty years after the installation date.

In all other cases, we will retain your Personal Data for up to one year after we have last been in contact with you.

## **What are your rights?**

You can contact us at [privacy@claydon.com](mailto:privacy@claydon.com) and:

- Ask us to provide a copy of the Personal Data for you that we hold or process.

- Request that we make a correction to the Personal Data for you that we hold or process.
- Object to our processing of your Personal Data.
- When you have withdrawn your consent for our processing concerning one or more pieces of your Personal Data, request that we erase the relevant items.

If you are unhappy with our processing of your Personal Data; or our handling of a related request you can complain to the ICO at <https://ico.org.uk/concerns> or contact them by telephone on 0303 123 1113.

You also have the right to take legal action if you are not satisfied with our handling of your Personal Data; or how we deal with a related request.

### **Will your information be transferred overseas?**

From time to time, our suppliers may store and process your data outside the European Economic Area (EEA), in the United States.

When this occurs, your Personal Data is safeguarded by our policy of using suppliers who have adopted European Union (EU) Model Clauses; or who hold a current Privacy Shield certification for their US-based operations.

### **What are our contact details?**

This Privacy Notice is issued by Claydon Horse Exercisers Limited.

Our principal place of business is Greenacres, Coventry Road, Southam, Warwickshire, CV47 1BG, United Kingdom.

You can contact us:

- By post, using the postal address given above.
- By Telephone, on the contact number published on our website.
- By email using [privacy@claydon.com](mailto:privacy@claydon.com)

The latest version of this Privacy Notice is always available on our website at <https://www.claydon.com>