

3 December 2021

Version 1.0

Next Revision Date – November 2022

Broadgate Cycles Privacy Notice

Broadgate Cycles, Hill Road, Penwortham, PR1 9EJ

Data Controller(s)

David Butcher

Introduction

We are committed to ensuring that any personal data we hold about you protected in accordance with data protection laws and is used in line with your expectations.

This privacy notice explains what personal data we collect, why we collect it, how we use it and how we protect it.

What personal data do we collect?

We collect personal data about you to help us provide you with products & services. We also collect information in order to verify your eligibility for cycle to work scheme's or credit which forms part of a purchase or transaction with Broadgate Cycles.

Personal details that we collect about you include, but not limited to:

- First name
- Last name
- Date of Birth
- Email Address
- Postal address (for deliveries)

This information will be collected from you directly when creating an account or placing an order with us.

Why we collect this information and the legal basis for handling your data

We use personal data about you in order to provide products & services and fulfil the contractual arrangement you have entered into. This includes using your data to:

- contact you relating to an order you have placed with us
- contact you to provide an update relating to a query or complaint about our products or services

Who we share your data with

In order for us to deliver products & services we will also share your data as required with the following categories of recipients:

- Cycle to work scheme
- Credit reference agencies

We will also share your data if:

- We are legally required to do so, for example, by law, by a court
- to enforce or apply the terms and conditions of your contract with us;
- it is necessary to protect our/or others rights, property or safety
- We transfer the management of the setting, in which case we may disclose your personal data to the prospective buyer so they may continue the service in the same way.

We will never share your data with any other organisation to use for their own purposes

How do we protect your data?

We protect unauthorised access to your personal data and prevent it from being lost, accidentally destroyed, misused, or disclosed by:

Ensuring that information relating to you is hosted on a secure website, located in a UK datacentre with access control restrictions controlled by Broadgate Cycles

How long do we retain your data?

We retain your personal data for up to 5 years after you no longer uses our services, or you ask us to delete your data following a subject access request (SAR).

Automated decision-making

We have no requirement to use or adopt automated decision-making technology solutions.

Your rights with respect to your data

You have the right to:

- request access, amend or correct your personal data
- request that we delete or stop processing your personal data, for example where the data is no longer necessary for the purposes of processing; and
- request that we transfer your, personal data to another person

If you wish to exercise any of these rights at any time or if you have any questions, comments or concerns about this privacy notice, or how we handle your data please contact us. If you have continue to have concerns about the way your data is handled and remain dissatisfied after raising your concern with us, you

have the right to complain to the Information Commissioner Office (ICO). The ICO can be contacted at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or ico.org.uk/

Changes to this notice

We keep this notice under regular review. You will be notified of any changes where appropriate.