

DATA PRIVACY NOTICE

AlphaFence is a fencing contractor – it supplies and installs fences and gates throughout the UK. In the normal course of its business AlphaFence collects and manages data lawfully (under GDPR) for the legitimate and exclusive use in its operations. AlphaFence limits the data collected solely to that which is absolutely necessary in order for it to administer its business operations. AlphaFence does not collect or process any personally sensitive (special category) data.

Those from whom data is collected are referred to as 'data subjects'. These data subjects fall into three categories:

1. Customers, from whom we collect their addresses, key contact details, and information about their operations and business activities, and their credit rating, etc, in order for us to sell to them and establish trading terms.
2. Suppliers, from whom we collect their addresses and key contact details, and information about their operations and business activities, including their bank details, etc, in order for us to buy from them and pay them.
3. Employees, from whom we collect their names and addresses, national insurance number, driving licence, and bank details, etc, in order to manage and pay them.

AlphaFence alone collects this data through direct interaction with the above data subjects, namely:

1. Customer information, during their initial contact with our company, typically through requests for quotations, via telephone, post, email, text, social media, and/or AlphaFence's website.
2. Supplier information, through their own direct solicitations to do business with our company (via post, mail, web, etc as above), or obtained from the public domain (internet), trade press, trade shows, etc.
3. Employee information, freely given when their employment commences, and subsequently if their circumstances change.

The data collected is retained for the minimum period necessary, i.e. for as long as AlphaFence has a legitimate business relationship with the data subject, plus an additional period as may be required in law (e.g. keeping employee records for HMRC).

AlphaFence ensures that all data is stored privately and securely so as to ensure that it cannot be viewed, altered or deleted by anyone other than those personnel with the appropriate authority, so as to maintain its confidentiality, integrity and availability. The data is not shared, sold or otherwise transferred outside the organization (except for backup purposes, and is retained within the EU).

Data subjects have the right to withdraw their consent at any time, and/or to request to view the information held about them and, if necessary, to request their data to be updated, corrected or deleted. If they are unhappy about the organization's management of their personal data, they have the right to complain to the Information Commissioner's Office.

Within the organization the Managing Director (MD) Bernard KilBride is the named person with responsibility for data management, and for making available sufficient resources to enable the company's data protection policies and procedures to be maintained and successfully implemented. He can be contacted by Email - bkilbride@alphafence.co.uk, by phone 01873 880784, or by Post at AlphaFence, The Granary, Ty Coch, Upper Llanover, Abergavenny, NP7 9LA.

The MD is also responsible for updating this policy tri-annually or beforehand if there is a business need,

Policy notice dated: 23rd April 2019

Policy notice review date: on or before 22nd April 2020