



## **PRIVACY POLICY**

### **Overview**

Maintaining the security of your data and ensuring that you are in control of how your data is handled is a priority at Yorkshire Linen Hire. We are dedicated to ensuring that we are transparent about the data that we collect about you, how we use it and the conditions whereby we may disclose your data to others. We will ensure that your data is kept secure and that you are aware of the steps we have taken to ensure the security of your private information.

Yorkshire Linen Hire takes the security of your data very seriously and strictly adheres to the United Kingdom Data Protection Act 1998 and the General Data Protection Regulation 2016/679 which is applicable from 25th May 2018. Any questions relating to this notice contact [info@yorkshirelinenhire.co.uk](mailto:info@yorkshirelinenhire.co.uk)

Our Privacy Notice aims to provide you with information about:

- Personal data we collect
- How we may use your personal data
- Your legal rights relating to your personal data

### **Personal data we may collect: Your;**

- Name
- Address (business or personal)
- Telephone number
- Email address
- VAT registration number
- Bank details

### **How we may use your personal data;**

*Where you have provided consent;*

Yorkshire Linen Hire uses your personal data for electronic marketing purposes and we may contact you to update you in accordance with your selected marketing preferences via email, post or telephone with offers, services and other related products.

You have the right to opt out of receiving promotional communication at any time by;

- Changing your marketing preference by selecting the 'amend my preferences' link located at the bottom of each of our emails.
- Contacting Yorkshire Linen Hire via the contact details set out in this notice.

### **Where there is a legitimate interest;**

We may use and process your personal information where it is necessary for us to pursue our Legitimate Interest as a business for the following purposes;

- For the prevention of fraud and other criminal activities

- To correspond and communicate with you
- To comply with a request from you in connection with the exercise of your rights
- For accuracy of data
- General administration

Where required we may use and process your personal data where it is necessary before entering into a contract with you including for the following purposes;

- Invoicing you
- How we can contact you

#### **Where required to comply with our Legal Obligation;**

We will use your personal data to comply with our Legal Obligation including:

- Assisting HMRC, the Police, the Driver and Vehicle Licensing Agency (DVLA) or any other public authority or criminal investigation body
- To identify you when you contact us
- To verify the accuracy of data that we hold about you

#### **Your Rights**

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email [info@yorkshirelinenhire.co.uk](mailto:info@yorkshirelinenhire.co.uk) or write to us at the following address; Yorkshire Linen Hire Ltd, Unit 13b Nidd Valley Business Park, Market Flat Lane, Scotton, Knaresborough, YORK, HG5 9JA

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

#### **Changes to this Statement**

We may update this privacy statement to reflect changes under applicable data protection legislation and/or Yorkshire Linen Hire security practices. We encourage you to periodically review this page for the latest information on our privacy measures.

**June 2020**