



Fenland Fire Appliance LLP

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Our Ref:

Your Ref:

Date:
24th May 2018

Privacy Policy:

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Fenland Fire Appliance LLP (partnership number OC360971) is the data controller of your personal data (referred to in this policy as “Fenland Fire Appliance LLP” or we). If you have any questions about your personal data which is not answered by this policy please contact Mrs Tina Hawkins at the above address or telephone number.

How we collect your personal data: Information provided by you:

We collect your personal data to give you the best possible experience as a consumer of our products – services or if you are a supplier of ours. In general, we collect information from you when you interact with us to request a quote or availability check, open up an account, when you place an order, visit our website, complete a survey or contact us with an enquiry or a complaint. This covers all channels of communications with us, including over the telephone, email, fax, online, social media and in person.

We’ll collect the following information (where applicable) from you when you open an account with us or become one of our suppliers:

- Your name and business name.
 - Contact address.
 - Email address.
 - Key holder details.
 - Telephone numbers.
 - VAT number if applicable.
 - Company registration details.
 - Bank account or payment details (if applicable)
- In most cases we will have multiple contacts per customer / supplier.

If you visit our website: www.fenlandfire.co.uk

- Some pages on our website use cookies, which are small files placed on your internet browser when you visit our website. We use cookies in order to tell us how you’re using our site, which in turn allows us to continually improve how the site works, looks and delivers information to users. We also use cookies to offer our website users a more tailored experience in the future, by understanding and remembering your particular browsing preferences.
- Where we use cookies on our website, you may block these at any time. To do so you can activate the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our website or to use all the functionality through our website.

Information collected from other sources:

We obtain analytical data from our software and digital marketing companies, we only access data for which the user has previously given explicit permission for associated third party partners to access. This data could include:

- Your contact details, including social media handles and email addresses.
- Any information that you disclose to the third party in your response.

How we use your personal data:

- Where requested by you, to provide you with a quotation for any of our products or services.
- To deliver our products or services to you according to our contractual or verbal agreements.
- To manage the forecasting of products sales and services.
- To contact you with important information about your account including the sending of order acknowledgements, invoices/statements, price increase details and catalogues/price lists.
- To manage payment details and in the case of suppliers make payments.

Where we have a legitimate business interest:

- To respond to customer enquiries and complaints.
- To manage schedules, credit levels and debt collection.
- To understand customer behaviour and purchasing patterns, so that we can provide you with products and services.
- For management information reporting purposes, to help continuity improve our offering to our customers.
- Subject to your marketing preferences, to provide you with information about products and services we think you would benefit from or that you currently purchase, by post or electronic means.

Contacting you:

By opening an account with us you are agreeing to us having the right to contact you with invoices/statements, price increase information and catalogue/price lists. We will occasionally send out marketing/promotional information based on your product and service purchases. If you would like to opt out of receiving marketing information from us please contact info@fenlandfire.co.uk.

How long do we keep your information for?

We'll only store your personal data for as long as necessary to fulfil the purpose outlined in this Private Policy or for as long as we reasonably consider necessary.

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.