

## **Gofer Limited Privacy Notice**

### **Who We Are**

**Gofer Limited** ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection Regulation and law. This notice provides you with the necessary information regarding your rights and obligations, and explains how, why and when we collect and process your personal data.

**Gofer Limited's** registered office is at **Unit 7 Arkwright Road, Hadleigh Road Industrial Estate, Ipswich, Suffolk IP2 0UB** and we are a company registered in England and Wales under company number 2306243. We are registered on the Information Commissioner's Office Register of Data Controllers under registration number ZA313390, and act as the data controller. Our designated Data Protection Appointed Person for the organisation is Elizabeth Forsdike, and we can be contacted at **Unit 7 Arkwright Road, Hadleigh Road Industrial Estate, Ipswich, Suffolk IP2 0UB or telephone 01473 282530.**

### **Information That We Collect**

**Gofer Limited** processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than already specified in this notice.

#### ***The personal data that we may collect from is: -***

- Identity Data includes: company/trading name, first name, last name and title.
- Contact Data includes: billing address, delivery address, home address, email address and telephone numbers.
- Personal Data includes: National Insurance Number, Passport Number, Driver License Number
- Financial Data includes: bank account and payment card details
- Transaction Data includes: details about payments to and from you and other details of products and services you have purchased or hire from us.
- Technical Data includes: internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
- Marketing and Communications Data includes: your preference in receiving marketing from us and your communication preferences.

#### ***We collect information in the below ways: -***

- Direct interactions
  - You may give us your Identity, Contact and Financial Data by filling in forms or corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
    - Apply for our products or services
    - Create an account with us

- Subscribe to our service or newsletters
- Request marketing to be sent to you
- Enter a competition, promotion or survey; or
- Give us some feedback
- Automated technologies or interactions. As you interact with our website, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using server logs and other similar technologies.
  - Technical Data from following parties:
    - Analytics providers such as Google based outside the EU;
    - Search information providers such as Google or Bing based outside the EU.
  - Contact, Financial and Transactional Data from providers of technical, payment and delivery services as Xero, PayPal, Stripe and Current based inside and outside the EU.
  - Identity and Contact Data from publicly available sources such as Companies House based inside the EU.

### **How We Use Your Personal Data (Legal Basis for Processing)**

**Gofer Limited** takes your privacy very seriously and will never disclosure, share or sell your data without your consent, unless required to do so by law. We only retain your data for as long as is necessary and for the purposes specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw consent at any time. ***The purposes and reasons for processing your personal data are detailed below: -***

<b>Purpose/Activity</b>	<b>Type of Data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new client	a. Identity b. Contact	Performance of a contract with you.
To process and deliver your order including: a. Manage payments, fees and charges. b. Collect and recover money owed to us.	a. Identity b. Contact c. Financial d. Transaction e. Marketing and Communications	a. Performance of a contract with you b. Necessary for our legitimate interests (to recover debts due to us).
To manage our relationship with you which will include: a. Notifying you about changes to our terms or privacy policy b. Asking you to leave a review or take a survey.	a. Identity b. Contact c. Profile d. Marketing and Communications.	a. Performance of a contract with you b. Necessary to comply with a legal obligation c. Necessary for our legitimate interests (to keep our records updated and to study service levels).
To enable you to partake in a prize draw, competition or complete a survey.	a. Identity b. Contact c. Profile	a. Performance of a contract with you b. Necessary for our

	d. Marketing and Communications	legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	a. Identity b. Contact c. Technical	a. Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud) b. Necessary to comply with a legal obligation
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.	a. Technical b. Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

## Your Rights

You have the right to access any personal information that **Gofer Limited** processes about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to update/correct it as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing in accordance with data protection laws, as well as to object to any direct marketing from us and to be informed about any automated decision-making that we use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the relevant request; this is to ensure that your data is protected and kept secure.

## **Sharing and Disclosing Your Personal Information**

We do not share or disclosure any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. **Gofer Limited** uses third-parties for the purposes of fulfilling the terms of contract with you, however all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

## **Safeguarding Measures**

**Gofer Limited** takes your privacy seriously and we take every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place.

## **Consequences of Not Providing Your Data (if applicable, see Article 13(2)e)**

You are not obligated to provide your personal information to **Gofer Limited**, however, as this information is required for us to provide you with our services, deliver your products, legitimate interests, we will not be able to offer some/all of our products or services without it.

## **How Long We Keep Your Data**

**Gofer Limited** only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (*name, address, contact details*) for a minimum of 6 years after which time it will be destroyed.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve the purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us.

## **Promotions & Offers (if applicable)**

Occasionally, **Gofer Limited** would like to contact you with details of products, offers, services, competitions, newsletters and promotions that we provide. If you consent to us using your contact details for these purposes, you have the right to modify or withdraw your consent at any time by using the opt-out/subscribe options or by contacting **Gofer Limited** directly.

## **Lodging a Complaint**

**Gofer Limited** only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise

a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

**Gofer Contact Details**

**Gofer Limited**

**Elizabeth Forsdike**

**Unit 7, Arkwright Road, Hadleigh Road Industrial Estate, Ipswich, Suffolk IP2 0UB**

**01473 282530**

**gdpr@gofer.co.uk**

**Supervisory Authority Contact Details**

**Information Commissioner's Office (ICO)**

**[www.ico.org.uk](http://www.ico.org.uk)**

**0303 123 1113**

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