



## GDPR Policy

### GDPR Privacy Policy and Data Statement

Stephenson Trees and Landscapes Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is deemed to occur upon your first use of our site

#### BACKGROUND:

##### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

**Account:** Means an account required to access and/or use certain areas and features of our site and any contract held with us.

**Cookie:** Means a small text file placed on your computer or device by our site when you visit certain parts of our site and/or when you use certain features of our site. Details of the Cookies used by our site are set out in Part 14, below

**Cookie Law:** Means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;

**We and Our:** Refer to Stephenson Trees and Landscapes Ltd

**You and Your:** Refer to you or your business/organisation as a client of ours or as a visitor to this website.

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##### 2. Information About Us

This site is owned by Stephenson Trees and Landscapes Ltd

The registered address is Stephenson Trees and Landscapes Ltd, 20 Sunnywood House, Chandler Lane, Honley, Holmfirth. HD9 6RS

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##### 3. What does this policy cover?



This Privacy Policy applies to your use of our site and to any accounts you may hold with us.

Our site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites, businesses or organisations and we advise you to check the privacy policies of any such websites before providing any data to them.

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#### **4. What is personal data?**

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

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#### **5. What are my rights?**

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 15.
- b) The right to access the personal data we hold about you. Part 13 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 15 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 15 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that



data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 15.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

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## 6. What data do we collect?

Depending on your use of our site and your account with us if applicable, we may collect some or all of the following data (please also see Part 14 on our use of Cookies and similar technologies)

- Name;
- Address;
- Email address;
- Telephone number;
- Business name;

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## 7. How do you use my personal data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one or more of the following purposes:

- Providing and managing your Account;
- Supplying our products or services to you. Your personal details are required in order for us to enter into a contract with you.
- Personalising and tailoring our products or services for you.
- Communicating with you. This may include responding to emails or calls from you.



- Analysing your use of our site and gathering feedback to enable us to continually improve our site and your user experience.

With your explicit permission and where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you with information, news, and offers on our products or services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

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## **8. How long will you keep my personal data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected.

Basic account details such as company/organisation or username will be maintained for the time legally required for UK Tax Records

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## **9. How and where do you store or transfer my personal data?**

All our customer information is held on cloud based CRM (customer relationship management) software called ArbPro. This is software from a UK based company and we have vetted their GDPR policy to ensure it meets or exceeds the terms of ours. All data held on ArbPro is encrypted.

Customer information is exported from ArbPro to Sage accounting software for the purposes of financial management. This information is shared, in electronic form, with our chosen accountancy firm where it is held in encrypted form and used for the purposes of financial and tax management.

We will only store or transfer your personal data within the UK and the European Economic Area (the "EEA"). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the GDPR or to equivalent standards by law.

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## **10. Do you share my personal data?**

We may sometimes contract with the following third parties to supply certain services. These may include web hosting, payment processing and other services



that are essential for us to work with you. In some cases, those third parties may require access to some or all of your personal data that we hold.

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 9. You will be kept fully informed at all times in situations where your data may be passed to or shared with a third party.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

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## **11. How can I control my personal data?**

11.1 In addition to your rights under the GDPR, set out in Part 5, when you submit personal data via our site, in person or by phone, you may be given options to restrict our use of your personal data. In particular, we aim to give you strong controls on our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from us which you may do by unsubscribing using the links provided in our emails or by contacting us)

11.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

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## **12. Can I withhold personal information?**

You can access all areas of our website without providing any personal data at all. However, to obtain quotations you may be required to submit or allow for the collection of certain data.

You may restrict our use of Cookies. For more information, see Part 14

Basic personal data will be required for quotation and account management purposes when work or quotations are requested.

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## **13. How can I access my personal data**



If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email addresses shown in Part 15. There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 20 days of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

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#### **14. How we use Cookies**

We use Cookies to facilitate and improve your experience of our site and to provide and improve our products or services.

We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

All Cookies used by and on our site are used in accordance with current Cookie Law.

The cookies we use are essential for our site to function. Cookie Law deems these Cookies to be “strictly necessary”. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser’s settings as detailed below, but please be aware that our site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

Our site uses analytics services provided by Google. Website Analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how our site is used. This, in turn, enables us to improve our site and the services or services we offer

The analytics service(s) used by our site uses Cookies to gather the required information. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of our site, it does enable us to continually improve our site, making it a better and more useful experience for you.

We anonymise IP addresses as part of our analytics collection to avoid any personal identification.



You can also choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all Cookies or only third-party Cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our site more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

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## **15. How do I contact you?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details

Email Address: [Kevin@stephensontrees.co.uk](mailto:Kevin@stephensontrees.co.uk)

Telephone Number: 07867784521

Post: Stephenson Trees and Landscapes Ltd 20 Sunnywood House, Chandler Lane, Honley, Holmfirth. HD9 6RS

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## **16. How we would deal with a data breach**

The immediate priority is to identify and isolate the breach by locking down all systems and resetting all system passwords.

We would notify all clients of the breach, explaining what had happened and what steps we had taken to prevent future occurrence.

In the event that client data had been accessed as a result of the breach of our system, we would then report the breach to the relevant authorities within 72 hours as per the GDPR requirements.

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## **17. Changes to this privacy policy**



We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on our site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our site following the alterations. We recommend that you check this page regularly to keep up-to-date.

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## 18. Law and Jurisdiction

This Agreement (including any non-contractual matters and obligations arising therefrom or associated therewith) shall be governed by, and construed in accordance with, the laws of England and Wales.

Any dispute, controversy, proceedings or claim between the Parties relating to this Agreement (including any non-contractual matters and obligations arising therefrom or associated therewith) shall fall within the jurisdiction of the courts of England and Wales.

Signed:

Name: Kevin Stephenson

Position in Company: Director

Date: 07/05/2019