

## **DAeCO Limited Privacy Policy**

DAeCO Limited is committed to respecting your privacy and to complying with applicable data protection and privacy laws.

If you do submit personal information by ordering products, services, for example, you can be assured that we will use your personal information only to support your continuing relationship with DAeCO Limited

### **Our contact details:**

Name: DAeCO Limited, Unit 9 Benridge Business Park, Holyrood Close, Poole, Dorset, BH17 7BD

Company number 7274500 registered in the United Kingdom

Our registered office address is; 37 Commercial Road, Poole, Dorset, BH14 0HU.

### **The type of personal information we collect:**

The type of personal information we may collect could include, for example, your name and postal address, date of birth, telephone number, email address, lifestyle and other information collected on registration or through surveys.

If you choose to provide us with personal information it will be used in support of the intended purposes stated at the time at which it was collected, and subject to any preferences indicated by you.

### **Use of Information:**

We use the information that you have given us in order to understand your needs and provide you with a better service.

We may use your information for a number of purposes which include processing your orders and managing and administering your account; delivering any services, products or information requested by you; responding to complaints or account enquiries.

We may also undertake market and product analysis based on your use of our services and products and contact you with information about new developments, products, services and special offers by post, telephone, Email and the internet (subject to any preferences expressed by you).

If you have consented to receive details of products and services you can contact us at any time to have your details removed from lists used by us for any or all of those purposes.

### **When will we disclose your information to others?**

Please note that DAeCO Limited does not sell or pass your personal information to third parties unless you have given us permission or unless it is strictly necessary to deliver the products and services ordered or used by you and you are notified beforehand

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. You are able to remove your consent at any time. You can do this by contacting DAeCO Limited
- (b) We have a contractual obligation.
- (c) We have a legal obligation.
- (d) We have a vital interest.
- (e) We have a legitimate interest.

### **How we store your personal information**

We shall keep your data on our internal database. To make sure we meet our legal data protection and privacy obligations, we only hold on to your information for as long as we actually need it for the purposes we acquired it for in the first place. In most cases, this means we will keep your information for as long as you continue to use our services, and for a reasonable period of time afterwards. After that we will delete it other than where we lawfully can keep any data for audit or legal reasons.

### **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at DAeCO Limited, Unit 9 Benridge Business Park, Holyrood Close, Poole, Dorset, BH17 7BD ([sales@daeco.co.uk](mailto:sales@daeco.co.uk)) if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at DAeCO Limited, Unit 9 Benridge Business Park, Holyrood Close, Poole, Dorset, BH17 7BD ([sales@daeco.co.uk](mailto:sales@daeco.co.uk)).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>