

Data privacy notice (www.framptonsplates.com)

Jepson & Co Ltd (44 East Bank Road, Sheffield, S2 3QN), the owner of Framptons Number Plates (44 East Bank Road, Sheffield, S2 3QN), takes its responsibilities regarding processing of personal data very seriously and has outlined in this privacy notice the data collected, the reason(s) for data collection and processing, and the manner and timescale for deletion. We aim to be fully compliant with all relevant Data Protection regulations, including GDPR.

For clarity, the Data Controller is Jepson & Co Ltd (44 East Bank Road, Sheffield, S2 3QN). The Data Processors are Arkom (Aizlewoods Mill, Nursery Street, Sheffield, S3 8GG), who hold the website user details, and Google Analytics who analyse the information. If you have any queries regarding this Privacy Notice, please contact us on sales@jepsonandco.com

Jepson & Co Ltd ("us", "we", or "our") operates <http://www.framptonsplates.com> (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

1 Data collected and processed

1.1 For the purpose of fulfilling enquiries: data is collected when the user completes an enquiry form:

- Their name
- Their registration plate
- Their preferred plate style
- Their contact details e.g.
 - Their address
 - Their email address
 - Their telephone number(s)

1.2 Enquiry form data may be processed in the following ways:

- Used to contact the specified contact details for the purpose of quoting and answering queries with a view for the customer to potentially create an order at a later date.
- Analysed for improvement of the site.
- In compliance with the law, the data may be accessed by authorised authorities (including but not limited to ICO), during a site visit.
- Analysed via management reports (only available to authorised personnel at our Jepson & Co's premises).

For more information, please see our Ordering and Enquiring privacy notice.

1.3 All data collected through the Site remains the property of Jepson & Co. Jepson & Co's role is as a data controller and we process this data property for the reasons outlined in this statement. Jepson & Co appreciate fully the commercial and privacy sensitivity of data collected and will not use data collected via www.framptonsplates.com for reasons other than outlined in this policy and the below.

- Improvement and development of www.framptonsplates.com
- Compliance with legally allowable requests from relevant authorities (for example ICO).

1.4 Data will not be shared with any party outside of the Data Controller, Data Processor(s) and regulatory authorities (on request).

2 Your rights

- 2.1 Prior to 25th May 2018, individuals have rights which they can exercise in relation to the information we hold about you. You can read more about these rights at: <https://ico.org.uk/for-the-public/is-my-information-being-handled-correctly/>
- 2.2 From 25th May 2018, under the General Data Protection Regulation, individuals have the following rights:
- a right of access to a copy of the information comprised in their personal data;
 - a right to object to processing that is likely to cause or is causing damage or distress;
 - a right to prevent processing for direct marketing;
 - a right to object to decisions being taken by automated means;
 - a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; and
 - a right to claim compensation for damages caused by a breach of the Act.
 - a right to lodge a complaint with the Supervisory Authority, Information Commissioner's Office.

3 Data deletion policy

- 3.1 Your data will be retained in Pseudonymised form, meaning it cannot identify any natural person, by the Data Controllers and Processors as per Google's policy <https://www.google.com/intl/en/policies/privacy/>
- 3.2 You may withdraw consent to processing at any time. Collection of data will be prevented at the point of emailing plates@framptons.net to indicate you are objecting.
- 3.3 Enquiry form data:
- Deleted after handling – usually after a few days but a maximum of 12 months for verification purposes.