



## AMS Bobcat Ltd – Privacy Notice

### ***What information do we collect about you?***

AMS Bobcat are known as the “Controller” of the personal data you provide to us. As the “data controller” we are committed to protecting any personal data shared with us.

We collect a range of personal information relating to you, including your:

- name;
- email address;
- telephone number;
- payment information (we collect payment information from customers to enter into a point of sale card terminal but this information is not stored beyond the time it is used to take the payment);
- delivery and billing address;
- any other personal information that you choose to provide to us when you complete our online contact forms or otherwise make contact with us.

We only collect basic data provided by you which does not include any special types of information or location based information

### ***How will we use the information about you?***

#### **Sales Processing**

We collect information about you to process your order, arrange delivery and manage your account. We request to email any invoices and statements to you as part of our commitment to reduce our impact on the environment.

#### **Marketing**

AMS Bobcat Ltd will not share your information for marketing purposes with any 3<sup>rd</sup> party. If this changes, AMS Bobcat will ask for your permission before any sharing occurs. When you make an enquiry or place an order for products or services, with your permission, we may email you about other products and services we think may be of interest to you.

#### **Recruitment**

AMS Bobcat will use your information to review any vacancies within the company. If you are successful, you will be invited for an interview via telephone or email. If unsuccessful we will keep your details on record, with your permission, for any future vacancies for a period of up to 6 months.

#### **AMS Bobcat Ltd**

Registered Office: Brigg Road, Scunthorpe, North Lincolnshire, DN16 1AP  
AMS Bobcat Ltd is registered in England and Wales  
Company Registration Number: 03742489



### ***What is our legal basis for processing your information?***

#### **Sales Processing**

We process your data as necessary for the performance of a contract (such as a contract for the provision of goods and services) or to take steps at your request prior to entering into this contract. We then use your name, address, phone number and email address to send invoices and chase payment for the goods/services provided.

#### **Marketing**

We process your personal data for marketing purposes as we have a legitimate interest in doing so, such as to communicate with you, send you up to date details of our own products and services and to manage your account with us.

#### **Recruitment**

When you apply for a job, we then process your personal data for legitimate purposes to review your CV, contact you regarding an interview or to ask further questions of your CV.

### ***How long do we keep your personal data?***

We retain your personal information for no longer than is necessary for the purposes for which the personal information is collected. When determining the relevant retention periods, we will take into account factors including:

- legal obligation(s) under applicable law to retain data for a certain period of time;
- statute of limitations under applicable law(s);
- (potential) disputes, and;
- guidelines issued by relevant data protection authorities.

Otherwise, we securely erase your information once this is no longer needed.

The information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

### ***How do we protect your data?***

We have generally accepted standards of technology and operational security in order to protect personal data from loss, misuse, or unauthorised alteration or destruction.

We will notify you promptly in the event of any breach of your personal data which might expose you to serious risk.

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### ***Who else has access to the information you provide us?***

We will never sell your personal data. We will not share your personal data with any third parties without your consent except where we are required to do so by law or as set out below or in the “Your rights and your personal data” paragraph

We may pass your personal data to third parties who are service providers, agents and subcontractors to us for the purposes of completing tasks and providing services to you on our behalf (e.g. to our email system to send you mailings, BOX-IT a shredding company who shreds all our paperwork, Couriers to deliver any products to you). We do this for the purpose of our legitimate interests in operating our business and for performing our contract with you. However, we disclose only the personal data is necessary for the third party to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own purposes.

### ***Your rights and your personal data***

Unless subject to an exemption you have the following rights with respect to your personal data

1. The right to be informed – we must be completely transparent in how we are using personal data.
2. The right of access – you have the right to know exactly what information is held about you and how it is processed.
3. The right of rectification - you will be entitled to have personal data rectified if it is inaccurate or incomplete.
4. The right to erasure - also known as 'the right to be forgotten', this refers to your right to having your personal data deleted or removed in certain circumstances.
5. The right to restrict processing – your right to block or suppress processing of personal data.
6. The right to data portability - this allows you to have your personal data transferred to yourself or to another business in certain circumstances.

### ***Transfer of Data Abroad***

We do not transfer any personal data outside of the UK, if this changes, we will request your permission before doing so.

### ***Further Processing***

If we wish to use your personal data for a new purpose, not covered by this privacy notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever possible, we will seek your prior consent to new processing.

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### **Contact Details**

If you have any queries on the data we collect, would like to exercise any relevant rights or have any complaints please contact Suzanne Young on 01724 289009 or email [data@amsbobcat.com](mailto:data@amsbobcat.com)

If you are not satisfied or you think there is problem with the way we handle your data, you have a right to complain to the Information Commissioners Office (ICO). You can contact them on 0303 123 1113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioners Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

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