

# Website, Marketing and Digital Media Privacy Notice

Vertas Group Limited is proud to meet its obligations under the Data Protection Act 2018 and The Privacy and Electronic Communications (EC Directive) Regulations 2003.

Vertas Group Limited processes personal data to successfully carry out its business functions and is committed to being transparent about how it collects and uses personal data.

#### Who We Are

Under Data Protection legislation, Vertas Group Limited is a data controller. The company contact details are as follows:

Website: www.Vertas.co.uk. Email: Mail@Vertas.co.uk. Tel: 01473 263600

## **Our Data Protection Officer**

The company's data protection officer is: Katie Handshaw. Email: <a href="mailto:DPO@Vertas.co.uk">DPO@Vertas.co.uk</a>

## Information we may collect and hold:

The company collects and processes a range of information to support the functions of all business activity. This includes:

- Information provided by filling in forms on <a href="www.vertas.co.uk">www.vertas.co.uk</a> (website). This includes information provided at the time of registering to use this website, subscribing to our service, posting material or requesting further services. We may also ask you for information when you report a problem with this website.
- Posts on our social media pages.
- Photography which includes images of employees, customers and visitors to events.
- If you contact us for any business reason we may keep a record of your personal details you provide and any correspondence.
- If you engage in business activity with Vertas Group Limited we will hold personal information relevant to the contract.
- We may also use your details in order to complete client or employee satisfaction surveys which is used for business feedback and continuous improvement purposes. We will make the purpose clear at the time and you do not have to respond to the survey.

### Cookies

A cookie is a small text file that is downloaded onto 'terminal equipment' (eg a computer or smartphone) when the user accesses a website. It allows the website to recognise that user's device and store some information about the user's preferences or past actions.

- Delivering online services sometimes involves placing small amounts of information on your computer or device in text files known as cookies. They are widely used in order to make websites work, or work more efficiently.
- Cookies are generally set by the website you are visiting (first-party cookies) but if the website has included content from an external resource, such as a Google map, cookies can be set from the origin of the content (third-party cookies).



 Session cookies do not have an expiry time set when they are created and are deleted once the browser is closed. However, persistent cookies remain on your computer or device until their expiry time is reached.

## **Google Analytics**

- This website uses Google Analytics to help analyse how users use the site. The tool uses 'cookies' which are text files placed on your computer, to collect standard Internet log information and visitor behaviour information in an anonymous form.
- The information generated by the cookie about your use of the website (including IP address) is transmitted to Google. This information is then used to evaluate visitors of the website and to compile statistical reports on website activity for Vertas Group Limited.
- We will never (and will not allow any third party to) use the statistical analytics tool to track or to collect any Personally Identifiable Information (PII) of visitors to our site. Google will not associate your IP address with any other data held by Google. Neither we nor Google will link, or seek to link, an IP address with the identity of a computer user.
- We will not associate any data gathered from this site with any Personally Identifiable Information from any source, unless you explicitly submit that information via a fill-in form on our website.

## Where we store your personal data

All information you provide to us is stored on our secure servers. Data will be stored in a range of different places on our servers and other IT systems (including the company's email system).

The company has internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties.

Where the company engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

Where we have given you (or where you have chosen) a password which enables you to access our systems or website, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Once we are in receipt of your data we will use strict procedures and security features to prevent unauthorised access.

# Why We Collect and Use This Information

- To provide you with information, products, or services that you request from us or which we may feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To notify you about changes to our services.



The company needs to process data to enter into a contract with you and to meet its obligations under the contract. In some cases, the company needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check an employee's entitlement to work in the UK, to deduct tax, to comply with health and safety laws.

#### Who has access to data?

Your information may be shared internally, including with team members within Business Development, Communications and Marketing and IT staff if access to the data is necessary for performance of their roles.

The company will not transfer your data to countries outside the European Economic Area. We do acknowledge that our website can be accessed by countries outside of the European Economic Area.

## For how long does Vertas Group keep data?

The company will hold your personal data until you request for your data to be removed.

## **Requesting Access to Your Personal Data**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the company to change incorrect or incomplete data;
- require the company to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing; and
- object to the processing of your data where the company is relying on its legitimate interests as the legal ground for processing.

If you would like to exercise any of these rights, please contact our DPO.

If you have a concern about the way we are collecting or using your personal data, we ask that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner's Office at https://ico.org.uk/concerns/

## What if you do not provide Personal Data?

You have some obligations under a contract to provide the company with data. If you do not provide certain information it may prevent the company's ability to administer the rights and obligations arising as a result of the contract relationship effectively.

#### **Further information**

If you would like to discuss anything in this privacy notice, please contact our DPO.