



Privacy Policy

Introduction

Here at G M Floor Screeds Ltd we are fair and transparent about everything we do including how we collect your data and then what we do with your data. We understand it's important that you feel confident in our ability to process your personal data securely. We want you to be 100% content with how we handle your information, or you want to see the information we've got on you, please just get in touch. Set out in this Privacy Notice is an outline of what sort of data we collect, why we collect it, how and when we process it and destroy it. If you'd like to see this information in more detail please refer to our [Data Protection Policy](#).

Who are we?

G M Floor Screeds Ltd

Unit 2

Ranton Park

Martindale

Hawks Green

Cannock

Staffordshire

WS11 7XL

CRN: 6625544 01543 572177 info@gmfloorscreeds.com

What do you collect about me?

From customers we collect names, contact details e.g. email, postal address, phone number and payment details to enable us to do what we are in business to do; screed and underfloor heating systems from small domestic extensions to large commercial projects. From our employees we will ask for name, contact details, date of birth, bank account number, national insurance number, tax reference number and pension information to fulfil our legal obligations as an employer. We will also ask employees if they wish to share any health-related information that lets us know if we need to make special accommodations in the workplace. The work environment may in the future capture CCTV footage and stills to aid safety of the workforce and deter theft.

When you visit our website or enter any personal data e.g. postal address on contact/registration forms we also collect this information.



Why is this information collected?

We collect personal data for several reasons. It allows us to run our business and website effectively. As well as this we can also ensure a responsive website experience. Additionally, we need the data to recruit, engage and pay our employees, sub-contractors and any third-party providers. Some of this information is used to fulfil our own legal obligations as a business e.g. filing tax returns. From time to time we will, with your explicit agreement, for marketing purposes send you information about our services that we believe may be of interest to you via email

How is this information collected?

We do this several ways. Information you submit directly via our secure website, emails you send to us, over the phone and traditional mail. Additionally, our website uses Cookies to collect information about you as well as Log Files and Google Analytics to process your data.

What are Cookies, Log Files & Google Analytics?

Cookies are very small text files we place on your computer's hard drive with your permission. Cookies track how and when you visit our website and then allow us to work out what type of product or service interests you most so we can better meet your requirements. These cookies do not interfere with or have access to any other information on your computer. If you prefer, you can opt not to accept cookies; this may limit how you can use our website, but you may still use our website. Services delivered via the website such as video or embedded content from external providers may also place cookies on your computer; once again you will have the option to reject these cookies.

Log files tell us how you are using our website, the pages you visit through your IP address. Your IP address tell us the location of your computer on the internet. We use IP addresses to administer the site, analyse trends, track user's movement and gather broad demographic information.

Google Analytics is a web analytics service provided by Google. It uses cookies and IP addresses to analyse how users use our website. Information generated by the cookie will be transmitted and stored by Google on their servers in the USA to produce reports on website activity and internet usage for our website. Google may also transfer this information to third party providers where required to do so by law, or where it uses such third parties to process information on Google's behalf. Google will not associate your IP address with any other data held by Google. You have the option to reject these cookies, but this will reduce the functionality of the website.



How do I remove/update my information on your website?

You can do this anytime by emailing us at info@gmfloorscreeds.com or calling 01543 572177.

How do I stop you contacting me with marketing materials?

If you've previously consented to receiving our marketing materials but have now changed your mind and wish to withdraw consent you can do this at any time by simply contacting us at emailing us at info@gmfloorscreeds.com or calling 01543 572177. We ensure that all our marketing emails have an unsubscribe button too, so if you decide you no longer want to hear from us, just follow the instructions to unsubscribe.

Do you share my information with third parties?

As part of our own legal obligation as a business we share your personal data with HMRC. Depending on your relationship with us as customer, potential customer, sub-contractor, supplier or employee we may also share your information with via third party providers namely:

- Nest for pensions
- HSBC for payment processing
- Sage Group Plc supplying invoicing and payroll function
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Is my data held securely?

Yes, we ensure administrative, technical and organisational measures are in place to safeguard your data from unauthorised access, use, modification and disclosure of personal information in our custody and control. All information you provide to us is stored on our secure servers with encryption and regular system backup or it is in our robust physical storage facilities. All our third-party providers meet these standards too, to ensure your data is secure.

How long do you keep my data?

This depends on the type of data we hold. We will keep data used for marketing purposes for which you have given explicit consent e.g. email address until you withdrawn consent,



or we do a periodic refresh of our databases every 2 years. Other data e.g. sales and purchase invoices will be kept for 6 six plus the current tax year, as this is a requirement of the UK tax laws. After these time periods the data will be destroyed securely.

How can I see a copy of, amend, withdraw my consent or delete the data you hold on me?

You may want us to amend or delete the information we have about you and want to see a copy of the personal data we hold and process on you by contacting us at:

G M Floor Screeds Ltd

Unit 2 Ranton Park

Martindale, Hawks Green, Cannock, Staffordshire, WS11 7XL

CRN: 6625544 01543 572177 info@gmfloorscreeds.com

Can I complain if I'm unhappy with any of the above?

Yes. Our Data Officer has overall responsibility for the day-to-day implementation of this policy. If you'd like to make a complaint on how we have handled your personal data, you can contact us to have the matter investigated on 0121 581 2823 or at info@screecredit.co.uk We pride ourselves on our professionalism and customer service, so naturally we take complaints very seriously. We will respond to complaints as soon as possible and certainly within 30 days. If you are not satisfied with our response or believe we are not processing your personal data in accordance with the current legislation you can complain to the UK Information Commissioner's Office on:

Information Commissioner's Office

Wycliffe House

Water Lane



Wilmslow

Cheshire SK9 5AF 0303 123 1113 <https://ico.org.uk/concerns/handling/>