



## Website Privacy Policy

This privacy policy tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

### Our Commitment

We are committed to safeguarding the privacy of our website users

### Who are we?

We are Gordon Bow Plant Hire Ltd, whose office is at 6 Youngs Road, Broxburn, EH52 5LY. You can contact us by post at the above address, by email at [info@gordonbow.co.uk](mailto:info@gordonbow.co.uk) or by telephone on +44 (0)1506 855913.

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

In order to meet the principles of GDPR (2018), we commit to the following:

- Data is processed lawfully, fairly and transparently
- Data is processed for specific, explicit and legitimate purposes
- Processing is adequate, relevant and limited to the purposes set out
- Data is accurate and current
- Data is kept for no longer than necessary
- Data is held securely

## How we use your information

[When you use our website](#)

[When you submit an enquiry via our website](#)

[When you request a quotation from our website](#)

[Your rights as a data subject](#)

[Your right to complain](#)

[Updates to this privacy policy](#)

## When you use our website

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better.

In so far as those cookies that are not strictly necessary for the functioning of our website and services we will ask for your consent to our use of cookies when you first visit our website.

For more information about our use of cookies, please see our cookie policy.

## When you submit a general enquiry via our website

When you submit an enquiry via our website, we ask you for your name, contact telephone number and email address.

We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered it to your satisfaction. We will do this based on our legitimate interest in providing accurate information you have requested.

Your enquiry is stored and processed in the first instance via our cloud mail server and subsequently on our file server which is firewall protected.

We do not use the information you provide to make any automated decisions that might affect you.

We keep enquiry emails for two years, after which they are securely archived and kept for three years, when we delete them.

We will not share your information for marketing purposes.

### **When you request a quotation from our website**

When you submit a request for a quotation via our website, we ask you for your name, contact telephone number and email address.

We use this information to respond to your query, including providing you with any requested information about our products and services, as part of our presales activity. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered it to your satisfaction.

In addition to the above, should you agree, we may update with you with products and services that we offer from time to time, on the basis of legitimate interest.

We keep enquiry emails for two years, after which they are securely archived and kept for seven years, when we delete them, in line with HMRC requirements.

We do not use the information you provide to make any automated decisions that might affect you.

We will not share your information for marketing purposes.

### **Your rights as a data subject**

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate.

If we are processing your personal data for reasons of to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the [Who Are We](#) section of this policy.

### Your right to complain

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or write to them at:

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

### Updates to this privacy policy

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

We will update the version number and date of this document each time it is changed.