



ITS Fire & Security

Is a Trading name of:

Day2Day Fire & Security Ltd

Units 1,2&4, The Granaries, Nutty's Farm,

Childerditch Lane, Little Warley,

Brentwood, Essex, CM13 3EH

Tel: 0300 303 2536 M: 07958 592 702

Email : sharon@itsfire.co.uk;

Internet : www.itsfire.co.uk; www.its-home-security.co.uk

PRIVACY POLICY

Introduction:

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1. ITS Fire&Security understands that your privacy is important to you and that you care about how it is shared online.
2. This Policy sets out our commitment to maintaining your privacy when using our websites, and this document applies to controlled personal data; and your consents required to the use of cookies for everyone visiting our websites; plus our website privacy controls;
3. Please read this Privacy Policy carefully and understand it. The acceptance of this Privacy Policy forms the Terms of continuing to use our site(s).
4. Our In-house Data Controllers Name is: Sharon Alsop - E: sharon@itsfire.co.uk

WHAT DATA DO WE COLLECT

5. Depending upon your use of Our Site, We may collect some or all of the following personal and non-personal data (please also see Paragraph 32 on Our use of Cookies and similar technologies):
6. Name;
7. Business/company name;
8. Contact Telephone Numbers;
9. Email addresses;
10. Addresses, including demographic information;
11. IP address;
12. Web browser type and version;
13. Reason for Enquiry;

Day2Day Fire & Security Ltd Registered in England 0902 9532, Vat Reg: 197 6119 68
Registered Office: As per Letterhead
Directors: Rob Day & Chris Day





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HOW WE USE YOUR PERSONAL DATA

Personal Data:

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14. All personal data is processed and stored securely, for no longer than is necessary considering the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the under the Data Protection Act 1998 & GDPR regulations always. For more details on security see Para 20, below.
15. Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes.
16. Providing and managing your Account;
17. Providing and managing your access to Our Site(s);
18. Personalising and tailoring your experience on Our Site(s);
19. Supplying services to you (please note that We require your personal data to enter into a contract with you);
20. Replying to emails from you;
21. Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by notifying us by email;
22. Market research;
23. With your permission and/or where permitted by law, we may also use your data for marketing purposes which may include contacting you by email AND/OR telephone AND/OR text message AND/OR post with information, news and offers on Our services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Data Protection Act 1998 & GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

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24. Third parties whose content may appear on Our Site may use third party Cookies, as detailed below in section 13. Please refer to Paragraph 40 for more information on controlling Cookies. Please note that We do not control the activities of such third parties, nor the data they collect and use and advise you to check the privacy policies of any such third parties.
25. You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
26. We do not keep your personal data for any longer than is required to maintain and administer your account with us for the reason(s) for which it was first set up. Data will therefore be retained on our databases until you no longer use our services and have paid fully for the services provided as invoiced.

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HOW AND WHERE DO WE STORE DATA

27. We only Keep your Personal Data for as long as we need and to use it as described above in Paras 8-16, or as long as we have your permission to keep it.
28. Your personal data will be stored in the U.K, on databases kept on our dedicated servers save for Company emails which are routed via MS Office 365 or Google.com.
29. Data Security is a major consideration for us, and we have taken measures to safeguard and protect the data collected through our website(s).
30. To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed. No method of transmission over the Internet or electronic storage is 100% secure, we implement additional generally accepted industry standards.

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DO WE SHARE YOUR DATA

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31. In certain circumstances, we may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal obligations, a court order, or a governmental authority.
32. We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you.
33. We may from time to time share such data with third parties such as, sub-contractors, additional service providers, your Insurance Company (upon your written request only) and the Emergency Authorities so that they can respond to a signalled Emergency. Data will only be shared and used within the bounds of the law.
34. We do not undertake pro-active marketing using personal data from our in-house data-bases nor harvested from other sources. We do not cold call. Nor do we use 3rd parties to cold call on our behalf. We reply to enquiries for our services from attracting visitors to our website(s)
35. We do not sell or supply personal data to other businesses for them to tout for their business.

WHAT HAPPENS IF OUR BUSINESS CHANGES HANDS

36. We may, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by Us.

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37. If any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

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HOW CAN YOU ACCESS YOUR DATA

38. You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the terms of the GDPR, and We will provide all personal information held in response to your written request. Please contact our Data Controller at sharon@itsfire.co.uk for more information.

OUR USE OF COOKIES

39. Our Site(s) may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected always.
40. Certain features of Our Site depend on Cookies to function. Cookie Law deems these Cookies to be "strictly necessary". Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser's settings, but please be aware that Our Site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

Our Websites

41. The websites applicable to this Privacy Notice are:

www.its-home-security.co.uk

www.itsfire.co.uk

www.itssecurity.co.uk

www.itsanautomatedlife.co.uk

www.rsmrefko.co.uk – not yet constructed.

And our sites may contain links to other websites with content that is beyond our control.

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42. Our websites listed above are provided, edited and maintained on our behalf by www.siteeng.co.uk

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