



The Cream Whipping Specialists

## Privacy Policy - DCA Equipment Limited

**DCA Equipment Ltd is committed to protecting and respecting any personal information you share with us. This statement describes what types of information we collect from you, how it is used by us, how we share it with others, how you can manage the information we hold and how you can contact us.**

You will not receive marketing communications from us unless you have agreed to do so. We will never send you unsolicited 'junk' email or communications or share your data with anyone else who might. We do not share or sell your information to third parties. This version of our Privacy Statement is live from 25th May 2018.

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

We may collect contact information about you when you engage with us at a trade show, via the contact form in our website or during a telephone enquiry. We also collect limited staff information (name, position & attendance at the training) during training sessions at a machine install or during a refresher session during a service visit. We only collect information which is necessary, relevant and adequate for the purpose you are providing it for.

The information we collect includes some, or all, of the following:

1. Name (including title)
2. Address
3. Phone number
4. Email address
5. Company details
6. Product requests and if provided, reason for these requests

There are various ways in which DCA Equipment Ltd may use or process your personal information. We list these below.

1. Contact you from time to time to, discuss the performance of your machine(s), arrange a courtesy, repair or service visit or to offer a reminder about replenishment of the DCA Auto-Clean Sanitiser.
2. We may use and process your personal information where this is necessary to fulfil and complete your orders, purchases and other transactions entered into with us.
3. DCA Equipment Ltd, registered office at 324-325 Enterprise Centre, Hartlebury Trading Estate, Kidderminster, Worcestershire DY10 4JB. Company registered number: 6737062, VAT registration number: GB 941 8229 16. Tel. +44(0)1299 250466 [info@dcaequipment.co.uk](mailto:info@dcaequipment.co.uk) [www.dcaequipment.co.uk](http://www.dcaequipment.co.uk) does not share or sell your information to third parties. However, we may at your request disclose your information to the following company with whom we work to provide a service to yourself: Johnson Reed Business Finance

DCA Equipment Ltd, 324-325 Enterprise Centre, Hartlebury Trading Estate, Kidderminster DY10 4JB

☎ 01299250466

✉ [info@dcaequipment.co.uk](mailto:info@dcaequipment.co.uk)

🌐 [www.dcaequipment.co.uk](http://www.dcaequipment.co.uk)



### **How do we keep personal information?**

All information is held securely. Paper copies of documents are kept in locked filing cabinets. All electronic data is kept on secure servers with the commensurate level of protection required for such sensitive data.

### **How long do we keep it?**

All personal data is kept under secure conditions for as long as you are a customer. If there is any kind of dispute we will keep the data for the length of the dispute to ensure that we have dealt with you fairly and legally.

### **How can I manage the information we hold about you?**

You have the right as an individual to access your personal information we hold about you and make corrections if necessary. You also have the right to withdraw any consent you have previously given us and ask us to erase information we hold about you. You can also object to us using your personal information (where we rely on our business interests to process and use your personal information). You have a number of rights in relation to your personal information under data protection law. In relation to most rights, we will ask you for information to confirm your identity and, where applicable, to help us search for your personal information. Except in rare cases, we will respond to you within 30 days after we have received any request (including any identification documents requested). You have the right to:

1. Ask for a copy of the information that we hold about you;
2. Correct and update your information;
3. Withdraw your consent (where we rely on it);
4. Object to our use of your information (where we rely on our legitimate interests to use your personal information) provided we do not have any continuing lawful reason to continue to use and process the information. When we do rely on our legitimate interests to use your personal information for direct marketing, we will always comply with your right to object;
5. Erase your information (or restrict the use of it), provided we do not have any continuing lawful reason to continue to use and process that information;
6. Transfer your information in a structured data file (in a commonly used and machine readable format), where we rely on your consent to use and process your personal information or need to process it in connection with your contract.

You can exercise the above rights and/or manage your information by contacting us using the details below: Post: DCA Equipment Limited, 324-325 Enterprise Centre, Hartlebury Trading Estate, Kidderminster, Worcestershire DY10 4JB Email: [info@dcaequipment.co.uk](mailto:info@dcaequipment.co.uk) Phone: 01299 250466. If you have any specific data protection concerns or a complaint, you can address it to [info@dcaequipment.co.uk](mailto:info@dcaequipment.co.uk). If you are unhappy, you have the right to lodge a complaint with a data protection regulator in Europe, in particular in a country you work or live or where your legal rights have been infringed. The contact details for the Information Commissioner's Office, the data protection regulator in the UK, are below: Post: Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF Email: [casework@ico.org.uk](mailto:casework@ico.org.uk) Phone: 0303 123 1113