

PRIVACY POLICY

Hercules Nationwide & Hercules Scaffolding Limited - we respect your privacy and are committed to safeguarding your personal data. The following information will lay out how we look after your personal data when you visit our sites and tell you about your privacy rights and how the law protects you.

PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how Hercules Scaffolding collects and processes your personal data, including any data you may provide for example when you sign up to our newsletter, purchase a product or service or take part in a competition. It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

CONTROLLER

Effectively, Hercules Scaffolding are an independent contractor. If you have any questions about this privacy notice, including any requests to exercise your legal rights in respect of your personal information, please contact us using the details set out below.

CONTACT DETAILS

Our full details are:

Legal entity: Hercules Scaffolding Limited

Email address: sales@herculesgroup.co.uk

Postal address: Unit 2. 11a Canford Lane. Bristol, BS9 3DB

We will do our best to resolve any concerns you may have. We are a small company trying to do things the right way.

CHANGES TO THE PRIVACY POLICY

It is important that the personal data we hold about you is accurate. Please keep us informed if your personal data changes so that we can continue to serve you as expected. As regulations change, Hercules Scaffolding Limited may update this policy at any time, so please check this page regularly to ensure you are kept up-to-date. If we make any big changes that would affect our relationship with you, we let you know in advance.

WHAT WE COLLECT FROM YOU

Your personal data means any information from which you can be identified. It does not include data where your identity has been removed (anonymous data) or is not attached. In going about our business, we might collect, use, store and transfer various kinds of your personal data. We've grouped those types of data together as follows:

- ID Data includes your name & position.
- Contact Data includes billing address, shipping address, email address and telephone numbers.
- Transaction Data includes details about payments and other details of products and tickets you have purchased from us.
- Marketing and Communications Data includes your preferences in receiving marketing from us and any third parties (where applicable).

We do not collect any Special Categories of Personal Data about you (which includes details about race or ethnicity, religious or philosophical beliefs, political opinions etc).

IF WE ARE MISSING PERSONAL DATA

Sometimes we might need to collect personal data by law, or in order to fulfil a contract we have with you. If that data is not provided when requested, we may not be able to fulfil the contract we have or are trying to enter into with you (for example, to send you the invoice, RAMS, HOC or a product you have ordered). We will use our best endeavours to source the details from you, but we may have to cancel a product or service you have with us if unsuccessful.

HOW DO WE COLLECT YOUR DATA?

There are lots of ways in which data is collected such as:

Direct communication - You may give us your ID, Contact, Profile and Marketing and Communications Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- Purchase our products or services;
- Create an account on our Platforms;
- Request marketing or newsletters to be sent to you;
- Enter a competition, promotion or survey; or
- Give us some feedback.

HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. The following circumstances are examples of how we most commonly use your data:

- Where we need to fulfil the contract we are entering into or have entered into with you.
- Where it is necessary for our legitimate interests (if you have purchased something from us) and your interests and fundamental rights do not override those interests.
- Where you have opted in to receive communications from us, for example newsletters.
- Where we need to comply with a legal or regulatory obligation.

You have the right to withdraw consent to marketing at any time by Contacting us in accordance with the details above, or you can unsubscribe from any email. Mostly our audience has given us explicit consent, but we also send communications to people who have purchased our goods and services.

MARKETING

We try to provide you with choices regarding how we use your personal data, particularly around marketing and advertising - we are a business, but you have the right to privacy. You may unsubscribe from such emails (which will include an unsubscribe link), or alternatively follow the steps in the 'opting out' section below.

We may use your data to suggest what may be of interest to you and present them to you. You may receive marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you entered a competition or if you have opted in to receiving a newsletter from one of our Platforms and, in each case, you have agreed to receive that marketing.

THIRD-PARTIES

We will not share your personal data with any company outside of Hercules for marketing purposes unless you explicitly give permission for us to do so.

OPTING OUT

You can ask us to stop sending you marketing or newsletter messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time. Where you opt out of receiving such messages, this will not apply to personal data provided to us as a result of a product/service purchase, experience or other transactions.

CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below.

- Internal Third Parties as set out in the Glossary.
- External Third Parties as set out in the Glossary.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets.

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Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

DATA RETENTION

We will only keep your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. The appropriate retention period for personal data depends on the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. By law we may have to keep certain basic information about our customers (including Contact, Identity and Transaction Data) for six years after they cease being customers for tax or other compliance purposes. In some circumstances you can ask us to delete your data: see Request erasure below for further information.