

## Empire Tree & Garden Services Privacy Notice

1. The requirements of the Data Protection Act 1998 will become stricter under the General Data Protection Regulation (“GDPR”), which comes into force on 25 May 2018<sup>1</sup>.

2. Empire Tree & Garden Services is a Data Controller because it collects and uses personal data of existing and prospective clients. This includes, for example, information about current, former and prospective staff, clients, suppliers and service providers and enquirers.

3. The purposes for which data is stored include (list is for illustrative purposes and is not exhaustive) the following:

- maintaining and managing accounts and records
- recruiting and managing staff
- direct communication
- provision of contract services
- making contracts for supply of services
- retention of records where liability for professional indemnity may exist (<5yrs)
- administering grants
- submission of surveys / reports in support of planning applications to Local Authority or appointed planning agent

4. The nature of data stored is:

- the name, address, email and telephone number of existing and prospective clients for the purpose of maintaining direct liaison in relation to the prospective works and work scheduling
- email correspondence which includes details of the works and acceptance of quotes
- photographic record of before and after the completion of works (sanitised electronic copy of photographs may be reproduced at [empiretrees.co.uk](http://empiretrees.co.uk) web page or in other online forums for educational or promotional purposes)
- accounting records in support of financial requirements

5. The standard procedure for quote and acceptance of quote is via written or email correspondence. Where sort notice, emergency or emergent works are agreed by telephone such conversation may be recorded and retained in digital file.

6. Electronic media used for data collection and storage is in the direct, secure and exclusive control of the Data Controller.

7. Empire Tree & Garden Services is a service provider. Existing and established clients are considered to have made contact with the data controller voluntarily, of their own free will and in the knowledge that data will be processed in accordance with this policy statement.

8. Empire Tree & Garden Services will not undertake any direct marketing using the data under its control. No data will be transferred to a third party (other than as may be required by legal process) without the consent of the data subject.

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<sup>1</sup><https://ico.org.uk/for-organisations/guide-to-data-protection/privacy-notices-transparency-and-control/> [accessed 2 Mar 18]



9. The data subject has the right to:

- request access to and rectification or erasure of personal data or restriction of processing concerning the data subject or to object to processing as well as the right to data portability.

- where the processing is based on the data subject's consent to the processing of personal data or explicit consent to the processing of sensitive personal data, the existence of the right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal;

- the right to lodge a complaint with the Information Commissioner.

10. Contact details of the Data Protection Officer / Controller:

Empire Tree & Garden Services  0772 0892133  [kevinjohnsonmbe@icloud.com](mailto:kevinjohnsonmbe@icloud.com)