

## AJ DAVIES LTD/PIGS MIGHT FLY SOUTH - PRIVACY POLICY

### 1. Privacy Policy

This policy applies to all personal data and sensitive personal information collected and processed by AJ Davies Ltd in the conduct of its business, in electronic format in any medium and within paper filing systems.

AJ Davies Ltd recognises The General Data Protection Regulation (GDPR) and will comply with all aspects of the Regulation.

### 2. How and why we process personal information

Personal data will be collected and processed only to the extent that is necessary to fulfill business needs or legal requirements. We will not collect excessive information that is not relevant to the purpose for the which the information is being collected.

### 3. Legal basis for processing data

All processing of personal information for the purposes of running our operations are done so on the basis of contractual necessity.

When personal information relates to business contracts or potential customers, processing is on the basis of legitimate interest. We do take into consideration the balance between our interests and yours.

### 4. Data sharing

At the current time AJ Davies Ltd does not transfer any personal information to any third-party organisation without a valid business reason to do so unless with your consent, unless we are required to do so for legal reasons or because we believe a crime is being or has been committed.

### 5. Retention of data

Your data will be held with us for the duration of your Contract with us and then for a period of six years (or longer where we have a legitimate or legal obligation to do so)

### 6. Your Rights

AJ Davies Ltd will process your data in accordance with your rights, as given under GDPR. Should you wish to enact your rights, we will acknowledge receipt of your request within five working days and will find a resolution to your request within two calendar weeks.

### 7. Right of Access

You have a right, subject to a number of exceptions, to access your personal data. No fee will be charged for this. Your personal information will not be disclosed to any person until your identity has been verified.

### 8. Right of rectification

Personal data held should be kept up to date and accurate. You have the right to rectification should your information be incorrect.

### 9. Right to deletion of information

You have the right to request the deletion

### 10. Right to restrict processing

You have the right to suppress the processing of your personal data in certain circumstances. This means that we could hold your data but not use it for any purpose.

### 11. Right to data portability

You have the right to obtain your personal data for your own purposes, in a commonly used electronic format such as a .csv or .pdf file

### 12. Right to object

You have the right to object to the processing of your information on the basis of legitimate interest, unless there are compelling or legal grounds for us to continue.

We will not use your personal data for direct marketing or research purposes unless we receive your express written consent to do so.

#### Contact:

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to:-  
AJ Davies Ltd t/a Pigs Might Fly South, Unit 11 Paxton Business Centre, Whittle Road, Salisbury, Wiltshire SP2 7YR.  
Tel: 01722 340927 Email: [info@pigsmightfly.co.uk](mailto:info@pigsmightfly.co.uk)

