



Privacy Policy

This privacy policy will explain how **Alset Hire Limited** uses the personal data we collect from you when you use our website or telephone us, how we may use it, and the steps we take to ensure that it is kept secure including:-

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
- How to manage your cookies
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

What data do we collect?

Alset Hire Limited may collect your personal identification information (name, email address, phone number, etc.).

How do we collect your data?

You directly provide **Alset Hire Limited** with most of the data we collect. We collect data and process data when you:-

- Register online or place an order online or by telephone for any of our products or services;
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email;
- Use or view our website via your browser's cookies;

How will we use your data?

Alset Hire Limited will use and record your data in accordance with current data protection legislation and this privacy policy. We will use your data:-

- For record keeping purposes;
- To provide our services and products to you;
- To process your order and manage your account;
- To email you with special offers on other products and services we think you might like.
- To analyse customer/user behaviour and characteristics in order to measure use of the website.

When **Alset Hire Limited** processes your order, we may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

When you provide personally identifiable information to us, we use it solely for the purposes for which it was provided, in accordance with this policy. Our policy is not to share personally identifiable information with third parties, unless required by law.

How do we store your data?

Alset Hire Limited securely stores your data at our Head Office based at Roundabout Farm, Staxton, Scarborough, North Yorkshire, YO12 4NW in accordance with our Document Control and Data Retention Policy, and this is backed up and maintained securely off site.

Alset Hire Limited will keep your personal data for no longer than is necessary for the purposes for which it is processed. Once this time period has expired, we will delete your data by shredding paper data, and deleting electronic data.

Marketing

Alset Hire Limited would like to send you information about products and services of ours that we think you might like.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop **Alset Hire Limited** from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please advise us in writing to Head Office or by email to hire@alset.uk

What are your data protection rights?

Alset Hire Limited would like to make sure you are fully aware of all of your data protection rights.

Every user is entitled to the following:-

The right to access – You have the right to request from **Alset Hire Limited** copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that **Alset Hire Limited** corrects any information that you believe is inaccurate. You also have the right to request that we complete the information that you believe is incomplete.

The right to erasure – You have the right to request that **Alset Hire Limited** erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that **Alset Hire Limited** restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to **Alset Hire Limited's** processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that **Alset Hire Limited** transfers the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at

our email: hire@alset.uk

Call us at: 01944 710342

Or write to us: Head Office, Roundabout Farm, Staxton, Nr Scarborough, North Yorkshire YO12 4NW

Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

For further information, visit allaboutcookies.org.

How do we use cookies?

[Alset Hire Limited](#) uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website.

What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- **Functionality** - [Alset Hire Limited](#) uses these cookies so that we recognise you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** - [Alset Hire Limited](#) uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address.

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The [Alset Hire Limited](#) website links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy policy

[Alset Hire Limited](#) keeps its privacy policy under regular review and places any updates on the web page. This privacy policy was last updated on 13 November 2024.

How to contact us

If you have any questions about [Alset Hire Limited](#) privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: hire@alset.uk

Call us: 01944 710342

Or write to us at: Head Office, Roundabout Farm, Staxton, Nr Scarborough, North Yorkshire YO12 4NW.

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that [Alset Hire Limited](#) has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office:-

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: [0303 123 1113](tel:03031231113)

Fax: [01625 524510](tel:01625524510)

Date: November 2024 – To be reviewed November 2025