



South West Strategic Developments Ltd

Privacy Statement

Introduction

South West Strategic Developments is strongly committed to protecting personal data. This privacy statement describes why and how we collect and use personal data and provides information about individuals' rights. It applies to personal data provided to us, both by individuals themselves, by others or data we may collect from the public records. We may use personal data provided to us for any of the purposes described in this privacy statement or as otherwise stated at the point of collection.

"SWSD" (and "we", "us", or "our") refers to South West Strategic Developments Ltd registered in England under registration no. 8377639 and with its registration address at Ridgecourt, The Ridge, Epsom, Surrey, KT18 7EP. Personal data is any information relating to an identified or identifiable living person. When "you" or "your" are used in this statement, we are referring to the relevant individual who is the subject of the personal data.

When processing personal data, our policy is to be transparent about why and how we process personal data. We may process data when:

- You use our website.
- You are involved with SWSD in the services we provide.
- You contact us.
- We contact you.

We may collect the following information from you in order to engage with you in our areas of business activity:

- Your name, address, email address, telephone number(s) and other contact details.
- Information required to discuss with you our business activities.

Security

We take the security of all the data we hold very seriously. We use secure database software to protect data from being inappropriately or accidentally accessed, used, shared or destroyed, and against it being lost. We have a framework of policies, procedures and training in place covering data protection, confidentiality and security and regularly review the appropriateness of the measures we have in place to keep the data we hold secure.

Third Party Access

Access to your personal information is only allowed when required by law; we do not, and will never, sell or share your personal information with third parties. Further details relating to third parties is set out below.

Third party organisations that provide applications / functionality, data processing or IT services to us

We use third parties to support us in providing our services and to help provide, run and manage our internal IT systems. For example, providers of information technology, cloud based software as a service provider, identity management, website hosting and management, data analysis, data back-up, security and storage services. The servers powering and facilitating that cloud infrastructure are located in secure data centres around the world, and personal data may be stored in any one of them. Further details of these providers can be provided on request.

Our clients

Where we need to process personal data to provide professional services to our clients (such as the reports we create), we may share personal data in our deliverables.

Accountants, Auditors, insurers and professional advisers

Information relating to our accountants and auditors can be provided on request. We have a number of business insurance policies in place and we may need to share personal data with the insurer, for example, in the event of a claim. We use other professional advisers, for example, law firms, as necessary to establish, exercise or defend our legal rights and obtain advice in connection with the running of our business. Personal data may be shared with these advisers as necessary in connection with the products and services they have been engaged to provide.

Law enforcement or other government and regulatory agencies or to other third parties as required by, and in accordance with, applicable law or regulation

Occasionally, we may receive requests from third parties with authority to obtain disclosure of personal data, such as to check that we are complying with applicable law and regulation, to establish or defend legal rights. We will only fulfil requests for personal data where we are permitted to do so in accordance with applicable law or regulation.

Changes to this privacy statement

We recognise that transparency is an ongoing responsibility, so we will keep this statement under regular review.

This privacy statement was last updated on 7th May 2020.

Data controller and contact information

If you have any questions about this privacy statement or how and why we process personal data, please contact us at:

Data Protection Officer
Ridgeway, The Ridge
Epsom
Surrey

KT18 7EP

Email: enquiries@swsd-ltd.co.uk

Tel: 01372 221841

Individuals have certain rights over their personal data and controllers are responsible for fulfilling these rights.

Individuals' rights may include the right of access to personal data, to rectification of personal data, right to be forgotten, to restrict processing of personal data, to object to processing of personal data, to data portability, the right to withdraw consent at any time (when processing is based on consent), and the right to lodge a complaint.

Please see further information below about these rights, when they are available and how to exercise them below.

Your right of access to personal data

You have the right to obtain confirmation as to whether we process personal data about you, receive a copy of your personal data held by us as a controller and obtain certain other information about how and why we process your personal data (similar to the information provided in this privacy statement). This right may be exercised by emailing us at enquiries@swsd-ltd.co.uk, or by post to South West Strategic Developments, Ridgeway, The Ridge, Epsom, Surrey, KT18 7EP, or by phone, 01372 221841. We aim to respond to any requests for information promptly, and in any event within the legally required time limits.

Your right to rectification / amendment of personal data

You have the right to request for your personal data to be amended or rectified where it is inaccurate (for example, if you change your name or address) and to have incomplete personal data completed.

To update personal data submitted to us, you may contact us at enquiries@swsd-ltd.co.uk, or by post to South West Strategic Developments, Ridgeway, The Ridge, Epsom, Surrey, KT18 7EP, or by phone, 01372 22184.

Your right to be forgotten

You have the right to obtain deletion of your personal data in the following cases:

- The personal data are no longer necessary in relation to the purposes for which they were collected and processed;
- Our legal grounds for processing is consent, you withdraw consent and we have no other lawful basis for the processing;
- Our legal grounds for processing is that the processing is necessary for legitimate interests pursued by us and we do not have overriding legitimate grounds;
- Your personal data have been unlawfully processed; or
- Your personal data must be erased to comply with a legal obligation to which we are subject.

To request deletion of your personal data, you may contact us at enquiries@swsd-ltd.co.uk, or by post to South West Strategic Developments, Ridgescourt, The Ridge, Epsom, Surrey, KT18 7EP, or by phone, 01372 22184.

Your right to restrict processing

You have the right restrict our processing of your personal data in the following cases:

- For a period enabling us to verify the accuracy of your personal data where you have contested the accuracy of the personal data;
- Your personal data have been unlawfully processed and you request restriction of processing instead of deletion;
- Your personal data are no longer necessary in relation to the purposes for which they were collected and processed but the personal data are required by you to establish, exercise or defend legal claims; or
- For a period enabling us to verify whether the legitimate grounds relied on by us override your interests where you have objected to processing based on it being necessary for the pursuit of a legitimate interest identified by us.

To restrict our processing of your personal data, you may contact us at enquiries@swsd-ltd.co.uk, or by post to South West Strategic Developments, Ridgescourt, The Ridge, Epsom, Surrey, KT18 7EP, or by phone, 01372 22184.

Your right to object to processing

You have the right to object to our processing of your personal data in the following cases:

- Our legal grounds for processing is that the processing is necessary for a legitimate interest pursued by us or a third party; or
- Our processing is for direct marketing purposes.

To object to our processing of your personal data, you may contact us at enquiries@swsd-ltd.co.uk, or by post to South West Strategic Developments, Ridgescourt, The Ridge, Epsom, Surrey, KT18 7EP, or by phone, 01372 22184.

Cookies Policy

Cookies are small text files that websites place on the computers and mobile devices of people who visit those websites. These files are read by the website each time you return to the site. We may use cookies on our website to remember your display preferences, such as contrast colour settings or font size, to any agreement to hear from us, as you contact us and to anonymously gather statistics on pages visited. Cookie-related information is not used to identify you personally. Enabling cookies is not strictly necessary for the website to work but it will provide you with a better browsing experience. You can delete or block cookies through most browser settings but if you do that some functionalities of this site may not work as intended.

Complaints

We hope that you won't ever need to, but if you do want to complain about our use of personal data, please send the details of your complaint to us by email at enquiries@swsd-ltd.co.uk, or by post to South West Strategic Developments, Ridgescourt, The Ridge, Epsom, Surrey, KT18 7EP, or by phone, 01372 22184. We will look into and respond to any complaints we receive.

You also have the right to lodge a complaint with the supervisory authority. The Information Commissioner's Office ("ICO") is the UK data protection regulator/supervisory authority. For further information on your rights and how to complain to the ICO, please refer to ICO's website: <https://ico.org.uk/make-a-complaint/>.

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