

GDPR DATA PRIVACY NOTICE

This is the privacy notice of **South West Digital Ltd.**

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how the data protection law protects you.

1. WHO WE ARE AND IMPORTANT INFORMATION

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

3. HOW WE COLLECT YOUR PERSONAL DATA

4. HOW WE USE YOUR PERSONAL DATA

5. WHO WE SHARE YOUR PERSONAL DATA WITH

6. INTERNATIONAL TRANSFERS

7. DATA SECURITY

8. DATA RETENTION

9. YOUR LEGAL RIGHTS

10. CHANGES TO THIS NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

11. QUERIES, REQUESTS OR CONCERNS

What is the purpose of this privacy notice?

This privacy notice aims to give you information on how we collect and process your personal data when you contact us by telephone or email to PURCHASE A PRODUCT OR SERVICE. We **do not** collect personal data through our website.

This website is not intended for children and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy 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.

1. WHO WE ARE AND IMPORTANT INFORMATION

South West Digital Ltd is the UK Distributor for ESU Digital Model Railway Products and services.

Data controller

Steve Weeks is the controller and responsible for your personal data (collectively referred to as

South West Digital Ltd, "we", "us" or "our" in this privacy notice). Our contact details are

Registered Address

1 Savernake Rd
Worle
Weston super Mare
Somerset
BS22 9HQ

Company Registration No: 4629234.

Postal address

202a High Street
Worle
Weston super Mare
Somerset
BS22 6JD

Tel 01934 515382

For all data matters contact **Steve Weeks** at the above address or email support@swd4esu.co.uk

Steve Weeks is the controller and responsible for this website.

Third-party links outside of our control

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the [Information Commissioners Office](#).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes TITLE, FIRST NAME, LAST NAME
- **Contact Data** includes BILLING ADDRESS, DELIVERY ADDRESS, EMAIL ADDRESS, TELEPHONE NUMBER.
- **Financial Data** includes PAYMENT DETAILS.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. HOW WE COLLECT YOUR PERSONAL DATA

We collect data from and about you:

- **Directly.** You may give us your [IDENTITY, CONTACT AND FINANCIAL DATA] by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - Apply for our products or services;
 - Request marketing to be sent to you.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- To process orders that you have submitted to us;
- To provide customer care, including responding to your requests if you contact us with a query or warranty issue;
- To administer accounts, process payments and keep track of billing and payments;
- To provide you with information about products or services that you request from us.

Comply with a legal or regulatory obligation this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Change of purpose

We will only use your personal data for the purposes for which we collected it see paragraph 3.

5. WHO WE SHARE YOUR PERSONAL DATA WITH

We may have to share your personal data with the parties set out below for the purposes set out in paragraph 4 above.

Here is how we use your personal data and how we share the information with third parties.

Third Parties

For the avoidance of doubt, we **do not** ever share, sell or pass on your personal data to third parties except:

- a) *For the provision of services on our behalf (for example processing your payment). However, we will only ever share information about you that is necessary to provide the service.*
- b) *Where we are required by law and by law enforcement agencies, judicial bodies, government entities, tax authorities or regulatory bodies.*

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.

6. INTERNATIONAL TRANSFERS

WE DO NOT TRANSFER YOUR PERSONAL DATA OUTSIDE THE EUROPEAN ECONOMIC AREA (**EEA**).

7. 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, 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.

All information you provide to us is stored on our secured drives in house. By providing your data to us, you agree to this transfer and storage. However, we will ensure that reasonable steps are taken to protect your data in accordance with this privacy notice.

Any sensitive data (payment details for example) are securely cross-shredded in house once your payment has been processed.

8. DATA RETENTION

We will only retain 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.

To determine the appropriate retention period for personal data, we consider 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 have to keep basic information about our customers (INCLUDING CONTACT, IDENTITY, FINANCIAL AND TRANSACTION DATA) FOR [SEVEN] YEARS AFTER THEY CEASE BEING CUSTOMERS FOR [TAX] PURPOSES.

In some circumstances you can ask us to delete your data:

9. YOUR LEGAL RIGHTS

We want to make sure you are aware of the 8 new rights that individuals have in relation to the personal information (data) we process about you. We have described those rights and the circumstances in which they apply in the table below.

Your Rights	Description
1) Informed	<i>You will be informed of our privacy notice during your initial contact with us.</i>
2) Access You have a right to get access to the personal information we hold about you.	<i>If you would like a copy of the personal information we hold about you, please write to:</i> <i>South West Digital Ltd</i> <i>202a</i> <i>High Street</i> <i>Worle</i> <i>Weston super Mare</i> <i>Somerset</i> <i>BS22 9HQ</i> <i>Or contact us</i> <i>01934 515382</i>
3) Rectification You have a right to rectification of inaccurate personal information and to update incomplete personal information.	<i>If you believe that any of the information that we hold about you is inaccurate, you have a right to request that we restrict the processing of that information and to rectify the inaccurate personal information.</i> <i>Please note that if you request us to restrict processing your information, we may have to suspend the operation of your account and/or the products and services we provide to you.</i>

<p>4) Erasure</p> <p>You have a right to request that we delete your personal information.</p>	<p><i>You may request that we delete your personal information if you believe that:</i></p> <ul style="list-style-type: none"> • <i>we no longer need to process your information for the purposes for which it was provided;</i> • <i>we have requested your permission to process your personal information and you wish to withdraw your consent; or</i> • <i>we are not using your information in a lawful manner.</i> <p><i>Please note that if you request us to delete your information, we may have to suspend the operation of your account and/or the products and services we provide to you.</i></p>
<p>5) Restrict processing</p> <p>You have a right to request us to restrict the processing of your personal information.</p>	<p><i>You may request us to restrict processing your personal information if you believe that:</i></p> <ul style="list-style-type: none"> • <i>any of the information that we hold about you is inaccurate;</i> • <i>we no longer need to process your information for the purposes for which it was provided, but you require the information to establish, exercise or defend legal claims; or</i> • <i>we are not using your information in a lawful manner.</i> <p><i>Please note that if you request us to restrict processing your information, we may have to suspend the operation of your account and/or the products and services we provide to you.</i></p>
<p>6) Data portability</p> <p>You have a right to data portability.</p>	<p><i>Where we have requested your permission to process your personal information or you have provided us with information for the purposes of entering into a contract with us, you have a right to receive the personal information you provided to us in a portable format.</i></p> <p><i>You may also request us to provide it directly to a third party, if technically feasible.</i></p> <p><i>We're not responsible for any such third party's use of your account information, which will be governed by their agreement with you and any privacy statement they provide to you.</i></p> <p><i>If you would like to request the personal information you provided to us in a portable format, please write to or contact Steve Weeks at</i></p> <p><i>South West Digital Ltd 202a High Street Worle Weston super Mare Somerset BS22 9HQ</i></p> <p><i>Tel 01934 515382</i></p>

	<i>Email data @swd4esu.co.uk</i>
7) Object You have a right to object to the processing of your personal information.	<i>You have a right to object to us processing your personal information (and to request us to restrict processing) for the purposes described in Section:</i> <i>How we use your data.</i>
8) Automated decision making and profiling	<i>We do not use any automated decision making or profiling.</i>

You have the right to object to our use of your personal data, or ask us to delete, remove or stop using it if there is no need for us to keep it. This is known as your right to be forgotten. There are legal and accountancy reasons why we will need to keep your data, but please do inform us if you think we are retaining or using your personal data incorrectly.

Our Privacy Notice shall be made clear to you at the point of collection of your personal data. (during your initial contact with us)

You have the right to ask us not to process your personal data for marketing purposes.

We will **not** contact you for marketing purposes. **See Third parties.**

No fee required – with some exceptions

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. CHANGES TO THIS NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

THIS VERSION WAS LAST UPDATED ON 24/05/2018

FROM 25 MAY 2018 THERE WILL BE CHANGES IN DATA PROTECTION LAWS AND WE WILL THEN BE ABLE TO RESPOND TO SOME OF YOUR REQUESTS (FOR EXAMPLE, A REQUEST FOR THE TRANSFER OF YOUR PERSONAL DATA). WE ARE STILL WORKING TOWARDS GETTING OUR SYSTEMS READY FOR SOME OF THESE CHANGES.

Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

11. QUERIES, REQUESTS OR CONCERNS

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protection matter between you and us, please in the first instance contact our

DATA REPRESENTATIVE Steve Weeks, see Data Controller for details.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](https://ico.org.uk/global/contact-us/email/) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England, UK.