

Data Protection Policy

1. **The information we collect and how we use it:**

V-Flow Solutions only collects relevant data of a company or individual for the purpose of providing our services.

In the case of receiving an enquiry, the subject’s personal data may be recorded to enable us to respond to the enquiry.

The data that V-Flow Solutions record may consist of:

* Contact Name
* Contact Number
* Email Address
* Business Address
* Payment Details
* Trading History

Contact details will be stored on our secure CRM system.

For Credit/Debit card transactions once payment has been the taken, the data will be erased from our records. For future transactions payment details will be re-requested.

This data is required to:

* Provide our services to a company or individual;
* provide updates and details relevant to a purchase order;
* For accounting purposes

V-Flow Solutions WILL NEVER USE INFORMATION FOR MARKETING PURPOSES WITHOUT EXPLICIT CONSENT OR OPT-IN.

We have a lawful basis for processing this data because an individual has initiated contact with us for our services, as the first step of a potential contract. This means our data processing practices are lawful under a ‘contract’ basis.

**Data retention:**

In compliance with HMRC recommendations, our records are retained for a period of 7 years (6 years + current). These records are used for accounting and sales purposes. The documents may contain relevant personal data relating to previous transactions and trading history.

1. **Our use of cookies and other information gathering technologies**

In compliance with GDPR we will be asking for consent from website visitors for the use of analytics tracking and cookies.

(Cookie – a Cookie is a small file that is stored on your computers hard drive and by themselves cannot be used to discover the identity of a user. The information collected by cookies is only 1st level information such as the part of your email address after the @ symbol; e.g. the ‘*gmail.com*’ part of ‘*example@gmail.com’.* Cookies DO NOT damage your computer and your browser will have specific settings for notification and acceptance of cookies. This can be used to notify you and you can decide if you want to receive a Cookie or not.)

This consent will be asked for in the form of a constant pop-up which will talk through what the cookie does and the tracking that will occur. If consent is not given or updated by the user, NO COOKIES WILL BE DOWNLOADED, AND ANALYTIC TRACKING WILL NOT OCCUR.

Tracking is used to determine which pages a user views or which browser a user is using. It will also identify the technical and device specific information regarding the user’s hardware. This does not identify the user personally, but simply enables us to compile statistics about our users and their use of our website. We use this anonymous data to improve the content and functionality of our website and to be better understand our users and to improve the services we offer.

1. **How we protect your information**

We use the latest internet and computer security to provide a safe environment for our stored data.  
We do not share, sell or distribute your personal data with unrelated third parties.

Under circumstances such as; to comply with legal requirements, for the administration of justice, to protect your vital interests, to protect the security or integrity of our databases or this website, to take precautions against legal liability or in the event of our sale, merger, reorganisation, dissolution or similar event, we may have to move your data. In any event such as this, you will be notified of any movement of your personal data.

**4.Your rights**

Under the GDPR regulation individuals have the following:

* The right to be informed
* The right of access
* The right to rectification
* The right to erasure
* The right to restrict processing
* The right to data portability
* The right to object
* Rights in relation to automated decision making and profiling.
* The right to be informed

Individuals have the right to know what personal data V-Flow Solutions hold and the purposes it is used for, as detailed in section 1.

* The right of access

The right of access gives individuals the right to obtain a copy of any personal data we hold.

*Individuals have the right to obtain the following*:

* Confirmation that we are processing the data;
* A copy of your personal data;
* Other supplementary information.

An individual is only entitled to their own personal data and not to information relating to other people (unless the information is also about them or they are acting on behalf of someone).

* The right to rectification

Individuals have to the right to have inaccurate personal details rectified.

An individual may also want to have incomplete data completed.

* Right to erasure

Individuals have the right to have their personal data erased.

*An individual can request to have their personal data erased if;*

* The personal data is no longer necessary for the purpose which you originally collected or processed it for;
* V-Flow Solutions are relying on consent as your lawful basis for holding the data, and the individual withdraws their consent;
* V-Flow Solutions are relying on legitimate interests as your basis for processing, the individual objects to the processing of their data, and there is no overriding legitimate interest to continue this processing;
* V-Flow Solutions are processing the personal data for direct marketing purposes and the individual objects to that processing;
* V-Flow Solutions have processed the personal data unlawfully (ie in breach of the lawfulness requirement of the 1st principle);
* V-Flow Solutions have to do it to comply with a legal obligation;
* V-Flow Solutions have processed the personal data to offer information society services to a child.

V-Flow Solutions may have the right to refuse to comply with a request of erasure, in specific circumstances, and this would require V-Flow Solutions to provide a justified and lawful reason for this refusal.

* The right to restrict processing

Individuals have the right to restrict the processing of their personal data in certain circumstances. This means that an individual can limit the way that V-Flow Solutions uses their data.

*Individuals have the right to restrict the processing of their personal data in the following circumstances:*

* The individual contests the accuracy of their personal data and you are verifying the accuracy of the data;
* The data has been unlawfully processed (i.e. in breach of the lawfulness requirement of the first principle of the GDPR) and the individual opposes erasure and requests restriction instead;
* You no longer need the personal data but the individual needs you to keep it in order to establish, exercise or defend a legal claim;
* The individual has objected to us processing their data under article 21(1), and you are considering whether your legitimate grounds override those of the individual.

In the event of an individual requesting restriction on their data, V-Flow Solutions may retain the stored information with no further processing practices.

* The right to data portability

Individuals have the right to receive personal data they have provided to us, in a structured, commonly used and machine-readable format. It also gives them the right to request we transmit this data directly to another controller.

*The right to data portability only applies when:*

* V-Flow Solutions lawful basis for processing this information is consent or for the performance of a contract;
* V-Flow Solutions are carrying out the processing by automated means.

V-Flow Solutions will comply with this request from an individual if it is technically feasible.

* The right to object

Individuals have the right to object to the processing of their personal data. This effectively allows individuals to ask you to stop processing their personal data.

* Individuals have the absolute right to object to the processing of their personal data if it is for direct marketing purposes.

*Individuals can also object if the processing is for: (however, in these circumstances the right to object is not absolute).*

* A task carried out in the public interest;
* The exercise of official authority vested in you;
* Your legitimate interests.

When V-Flow Solutions receive an objection to the processing of an individual’s personal data, data processing will cease.

* Rights in relation to automated decision making including profiling

You have a say over how we process your personal data and are entitled to know if we use any automated processes or profiling.

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly affects him or her.

V-Flow Solutions does not use automated systems.

**How to contact V-Flow Solutions:**

You can email: [sales@v-flowsolutions.co.uk](mailto:sales@v-flowsolutions.co.uk)

Or call us on: 01234 855888

To discuss any of our data protection policies or get in contact about any data that we may hold on you.

If you have a complaint about how we use your personal information, you are free to contact us regarding any relevant queries or data policies. However, you may also make a complaint to the relevant data privacy regulator if you wish to do so. Please let us know if you are unsure about how to get in touch with the data privacy regulator.