

Privacy Policy

Data Controller: Mrs Jessica Northall

Alliance Garage Doors Ltd

Trading as - **Alliance Garage Doors**

Registered at –

1 Perry Lane

Forches Cross

Newton Abbot

Devon

TQ12 6QA

We are committed to protecting your privacy and always ensuring the security of your personal information. Our Privacy Policy explains how we collect, use, and safeguard your data.

Type Of Information We Collect

We typically collect the following types of information:

- **Personal Information:** This includes your name, address, contact details, email address, and any other information you voluntarily provide when contacting us, requesting services, placing orders, or filling out forms/contact information on our website
- **Usage Information:** We may also collect non-personal information about your use of our website and services, including IP addresses, browser type, and device information

How we receive information about you

We receive your Personal Information from various sources, this personal information we process is provided to us directly by you for one of the following reasons:

- When you voluntarily provide us your personal details in order to register on our Site
- When you use or access our Site in connection with your use of our services
- From third party providers, services and public registers (for example, traffic analytics vendors)
- From call tracking providers (recorded calls) via Media Hawk or Call Tracking Metrics (CTM)
- When you voluntarily provide us your personal information in order to make a booking

Personal Information

When you contact us, schedule a service, or request a quote, we may collect:

- Name
- Address
- Email Address
- Phone Number
- Payment Information (if applicable)

Why We Collect Personal Information

We use the information that you have given us in order to provide our services to you the customer as follows:

- Provide garage door installation, repair, maintenance service
- Respond to enquiries and provide quotes
- Process payments securely

- Send service confirmation, reminders and updates
- Send payment receipts
- Comply with legal obligations

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation
- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have a legitimate interest
- Consent

How We Process Your Information

We process the information collected for the following purposes:

- **Providing Services:** To provide services and communicate with you about your requests
- **Improving Our Services:** To analyse usage data and improve the range and quality of our services and our website
- **Marketing:** We may send you promotional materials, offers and updates about our services

Data Security

We take reasonable and responsible measures to protect your personal information from unauthorized access, disclosure, or alteration. However, please be aware that any method of transmission over the internet or electronic storage is not entirely secure.

Data Retention

We will retain your personal information for 7 years to provide our services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies. We will then dispose your information by shredding and securely deleting all personal data after 7 years

Under applicable regulations, we will keep records containing client personal data, account opening documents, communications, and anything else as required by applicable laws and regulations.

How we store your personal information

We store personal information securely to protect it from unauthorized access, use, or disclosure. Depending on how you interact with us, your information may be stored in one or more of the following ways:

- **Electronic Records:**

Customer information (such as contact details and invoices) is stored in secure, password-protected database

- **Physical Records:**

Paper Invoices are stored in a locked office, that is only accessible by approved members of staff

- **Cloud-based Systems:**

We use a third-party cloud service provider (Xero) to store and manage data. These providers maintain high levels of security and comply with applicable privacy and data protection regulations. For a copy of their privacy policy please visit their website

- **Data Retention and Deletion:**

We retain personal information only for as long as necessary to fulfill the purposes outlined in this privacy policy or as required by law (tax purposes, warranty, or business record-keeping purposes) Once personal information is not longer needed, it is securely deleted, destroyed or anonymized to prevent unauthorized use

Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information with our trusted service providers who assist us in delivering our services, however they have an obligation to always maintain the confidentiality of your information.

We may share this information with:

- **Service Providers**
- **Legal Authorities**
- **Business Partners**

Why we may share this information:

- **Service Providers** – These providers assist in our operations (e.g payment providers)
- **Legal Authorities** – When required by law (e.g HMRC – Tax purposes)
- **Business Partners** – For Warranty purposes

All third parties are required to handle your data in compliance with privacy laws

Your Choices

You can opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails.

Your Data Protection Rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

**1 Perry Lane
Forches Cross,
Newton Abbot,
Devon,
TQ12 6QA**

Changes to this Policy

We may update this Privacy Policy from time to time. Please check this page periodically for any changes. Your continued use of our services after any modifications indicates your acceptance of the updated policy.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

Alliance Garage Doors Ltd
Office: 0800 328 1930
Mobile: 07760784283

Complaints

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Alliance Garage Doors Ltd
Office: 0800 328 1930
Mobile: 077607784283

If you are unhappy with how we have used your data or responded to your query, you can also complain to the Information Commissioner's Office (ICO) at:

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

Helpline number: 0303 123 1113
ICO website: <https://www.ico.org.uk>