



The number one name in the number two business

DATA PRIVACY NOTICE

1. Definitions

Data controller - A controller determines the purposes and means of processing personal data.

Data processor - A processor is responsible for processing personal data on behalf of a controller.

Data subject – Natural person

Categories of data: Personal data and special categories of personal data

Personal data - The GDPR applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier (as explained in Article 6 of GDPR). For example name, passport number, home address or private email address. Online identifiers include IP addresses and cookies.

Special categories personal data - The GDPR refers to sensitive personal data as 'special categories of personal data' (as explained in Article 9 of GDPR). The special categories specifically include genetic data, and biometric data where processed to uniquely identify an individual. Other examples include racial and ethnic origin, sexual orientation, health data, trade union membership, political opinions, religious or philosophical beliefs.

Processing - means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Third party - means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

2. Who are we?

John Reeves Waste Management Limited is the data controller. This means we decide how your personal data is processed and for what purposes. Our contact details are: Bithums Farm, Bishops Offley, Eccleshall, Staffordshire, ST21 6HD. Tel: 01785 280300

For all data matters please write to The Manager at the above address.

3. The purpose(s) of processing your personal data

We use your personal data for the following purposes:

- To register you as a new customer
- To maintain our own accounts, waste collection and transaction records
- To maintain records of services provided and the anniversary of such services
- To make suggestions or reminders to individuals about the timing/anniversary of services

- To provide promotional information/communications and/or quotations to individuals about the products and services that we offer
- To process and deliver your order of goods or services
- To manage our employees in connection with arranging and delivering products and services purchased
- To collect monies owed to us and manage payments and charges
- To arrange access to property to deliver products and services
- To manage our relationship with you
- To notify you of changes to our terms
- To measure or understand the effectiveness of our marketing strategy/advertisements
- To deliver relevant website content/advertisements to you

4. The categories of personal data concerned

With reference to the categories of personal data described in the definitions section, we process the following categories of your data:

Personal data

Identity Data: First Middle and Last Names, Marital Status, Title and Gender

Contact Data: Billing & Delivery address, email address, telephone numbers

Financial Data: Payment Card & Bank Account Details

Technical Data

Usage Data

We obtain data from you when you are transacting business with us, by telephone, letter or email, enquiring about, requesting information about and/or purchasing our products and services, and/or using our website.

We sometimes obtain personal data from publicly available sources such as the electoral register and Companies House.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookie Policy available on our website www.johnreeves.co.uk

5. What is our legal basis for processing your personal data?

a) Personal data (article 6 of GDPR)

Our lawful basis for processing your general personal data:

<p>Processing necessary for the performance of a contract with the data subject or to take steps to enter into a contract</p>	<ul style="list-style-type: none"> • To register you as a new customer • To maintain our own accounts, waste collection and transaction records • To maintain records of services provided and the anniversary of such services • To provide promotional information/communications and/or quotations to individuals about the products and services that we offer • To arrange to deliver the products and services purchased
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	<ul style="list-style-type: none"> • To manage our employees in connection with arranging and delivering products and services purchased • To collect monies owed to us and manage payments and charges • To process and deliver your order of goods or services • To manage our relationship with you • To notify you of changes to our terms
Processing necessary for compliance with a legal obligation	<ul style="list-style-type: none"> • To maintain our own accounts, waste collection and transaction records • To notify you of changes to our terms
Processing necessary for the purposes of the legitimate interests of the data controller or a third party, except where such interests are overridden by the interests or fundamental rights or freedoms of the data subject	<ul style="list-style-type: none"> • To register you as a new customer • To maintain our own accounts, waste collection and transaction records • To maintain records of services provided and the anniversary of such services • To make suggestions or reminders to individuals about the timing or anniversary of services • To provide promotional information/communications and/or quotations to individuals about the products and services that we offer • To process and deliver your order for goods or services • To manage our employees in connection with arranging and delivering products and services purchased • To collect monies owed to us and manage payments and charges • To manage our relationship with you • To measure or understand the effectiveness of our marketing strategy/advertisements • To deliver relevant website content/advertisements to you

More information on lawful processing can be found on the [ICO website](#).

6. Sharing your personal data

Your personal data will be treated as strictly confidential, and will be shared only with:

- Our employees and selected subcontractors
- Our accountants and legal advisors
- Our payment gateway providers and bank
- Our email server host if you use our email address or web contact form
- Our back-up software providers
- Our software providers
- Our IT support providers

- Government bodies
- Third parties to whom we may choose to sell, transfer or merge parts of our business or assets, or a business we seek to merge with. If a change happens to our business then the new owners may use your personal data in the same way as set out in this privacy notice.

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.

We do not sell your personal data for marketing purposes.

Third party links outside our control:

We are not responsible for third party websites or platforms that may feature our advertisements. Use of the links, plug-ins and applications or forms on these websites may allow third parties to collect or share data about you, outside of our control. We advise you to read the privacy notice of every website you visit.

7. How long do we keep your personal data?

We keep your personal data in connection with legally required, records, reporting and accounting for a period of 6 years.

We may retain details connected with the provision of services to data subjects, indefinitely. The repeat nature of business occurring after the passage of time is a key consideration.

8. Providing us with your personal data

We require your personal data as it is a statutory requirement and a requirement necessary to enter into a contract.

Our website and our business is not intended for children and we do not knowingly collect data relating to children.

9. Your rights and your personal data

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), (where applicable i.e. where the processing is based on consent or is necessary for the performance of a contract with the data subject and where the data controller processes the data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to the processing of personal data, (where applicable i.e. where processing is based on legitimate interests (or the performance of a task in the public interest/exercise of official authority); direct marketing and processing for the purposes of scientific/historical research and statistics).

10. Transfer of Data Abroad

We do not transfer personal data outside the EEA.

11. Automated Decision Making

We do not use any form of automated decision making in our business

12. Further processing

If we wish to use your personal data for a new purpose, not covered by this Data Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.

13. Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

14. How to make a complaint

To exercise all relevant rights, queries or complaints in the first instance please contact:

The Manager
John Reeves Waste Management Limited
Bithums Farm
Bishops Offley
Eccleshall
Staffordshire
ST21 6HD

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.