



## **BDS Privacy Policy and GDPR compliance**

Bespoke Detection Services and BDS Electrical FM (collectively, "BDS"), are committed to protecting the privacy of visitors to this website and all other individuals that BDS interacts with during the course of carrying out our business. We have reviewed and updated our Data Protection Policy in accordance with the GDPR (General Data Protection Regulations) as become enforceable from May 25<sup>th</sup> 2018.

It is important that you understand how we collect, use and disclose Personal Information (as defined below).

This Privacy statement describes our practices related to personal information collected through our website via our contact form or via other correspondence such as telephone calls and emails etc.

### **What Personal Information does 'BDS' collect?**

"Personal Information" is information through which a natural person is identifiable or may be identified. BDS may collect, use and process your personal Information in order to provide you with services or information that you request. We also process job applications and C.V.s etc. You have the opportunity to decide whether or not to provide information. If you choose not to provide any of the Personal Information requested, BDS may be unable to provide the information or services you have requested. BDS may collect information, including Personal Information, from you when you interact with our company such as: name, physical address, the company for whom you work, phone number and email address. Furthermore, BDS may also ask you to provide via email, additional information about your company, its officers and your current security or fire detection products - in order to provide a quote on new services or maintaining existing ones.

BDS may also collect information through your use of our website, such as device identifiers, IP address, log files, referrer and location data. For more information please see 'what information do we log from our website'.

### **Why does BDS collect your Personal Information?**

Our purpose in collecting this information is to provide bespoke services and content relevant to your specific needs and interests. Your information may be used by BDS to carry out our contractual obligations, authenticate you as a user and allow you access to certain areas of our website or allow you to apply for a position at BDS. Personal Information collected on a website may be used to:

- Provide requested information, items, or services;
- If you are applying for a job, we process your CV and other information so as to determine whether to proceed with the application process.
- Obtain your location data in order to provide requested information or services;
- Protect against fraud or investigate suspected or actual illegal activity;
- Screen against sanctions and antiterrorism lists as required by law;

- Respond to a legitimate legal request from law enforcement authorities or other government regulators;
- Conduct investigations to ensure compliance with, and comply with, legal obligations.

Except where used in support of a contract with you or to fulfil a legal obligation, our use of your personal Information will be only for legitimate business interests as set out above.

### **Where is Personal Information stored?**

All data provided via our website is received, processed and stored by our UK based offices. Any information which is seen as surplus to our requirements to provide customers with a service is electronically shredded after a set amount of time.

### **Does BDS use your personal Information to contact you?**

BDS currently does not utilise any direct marketing techniques but may use the personal information you provide to contact you about products, services, and other information that may be of interest to you in the future. For instance – if you have told us that your maintenance contract is about to end we may make a note of this and contact you around that date. If you prefer not to receive such communications, let us know by sending an email to [info@bds-fire.co.uk](mailto:info@bds-fire.co.uk) and we will ensure we remove any contact information we have.

### **Does BDS share the information it collects?**

BDS provides a full in-house service and does not at this time have any affiliated companies with which it could potentially share data. If this changes at any time we shall update this privacy statement to reflect this. BDS will not sell or otherwise transfer or share your personal information outside of the company, except to:

- Service providers or contractors that BDS has retained to perform services on our behalf. BDS will only share your relevant personal information with third parties whom BDS has contractually restricted from using or disclosing the information except as necessary to perform services on our behalf or to comply with legal requirements;
- Comply with legal obligations, such as in response to a legitimate legal request from law enforcement authorities, courts or other government regulators or authorities, among other things;
- Investigate suspected or actual illegal activity;
- Prevent physical harm or financial loss; or
- Support the sale or transfer of all or a portion of our business or assets (including through bankruptcy).

### **How does BDS secure Personal Information?**

BDS is committed to ensuring the security and relevance of personal information. BDS has adopted reasonable physical, electronic and managerial procedures to safeguard your personal information. However, due to the nature of Internet communications, we cannot guarantee or warrant that your transmissions to us are secure.

### **How can you correct, change or delete your information held by BDS?**

You may request to access, update, correct, change, or delete your Personal Information at any time. BDS will use reasonable efforts to timely update and/or remove information. To protect user's privacy and security, we will take steps to verify the user's identity before making any requested change. To access, change, or delete your Personal Information, to ask questions or to raise concerns, send an email to [info@bds-fire.co.uk](mailto:info@bds-fire.co.uk). Please note that while we will assist you in protecting your Personal Information, it is your responsibility to protect your passwords and other access credentials from others. You should also be aware that sending information via

email is not always secure due to the nature of the Internet and therefore to refrain from sending any information you deem to be commercially or personally sensitive via such means. If in doubt, please feel free to contact us on 020 8773 3377.

### **What information do we log from our website?**

We use cookies on our website ([www.bds-fire.co.uk](http://www.bds-fire.co.uk)) in order to ensure the best possible experience for our users. Cookies are used for a number of different purposes including site functionality and analytics. We do not use cookies to store information about you.

We do however log non-identifiable information such as operating system and browser type, IP address, potential user location (based on IP address) and other such information provided by our web hosting package. This information is used to improve the way in which our website is displayed to users and not in any marketing or other such endeavour. You can see our Cookie Policy [here](#)

### **How long do we keep your Personal Information?**

The Personal Information you provide to BDS is only kept for as long as it is reasonably necessary for the purposes for which it was collected, taking into account our need to comply with contractual obligations, resolve customer service issues, comply with legal requirements and provide new or improved services to users.

### **Contacting BDS**

You may wish to contact us regarding our commitments to user privacy at BDS. To do so you can send an email to [info@bds-fire.co.uk](mailto:info@bds-fire.co.uk) or call us on 020 8773 3377