

GDPR Policy



ASHWORTH
PEOPLE - PRODUCTS - SERVICE

Privacy Notice

This Privacy Notice explains how Oliver Ashworth Limited (“Ashworth”, “we”, “our”) are committed to protecting the privacy and security of the personal data we collect about customers and users of our services (“you/your”).

It applies to all information we collect about:

- Visitors to our website
- Customers, Prospective Customers / Users and their employees
- Job applicants and our current and former employees

This includes information we already hold about you and any future information we may collect from you or from a third-party.

We reserve the right to update and change our Privacy Statement at any time. The most recent copy of our Privacy Statement will always be available on our website, please check this frequently to see any updates.

Your data protection rights

You have the right to see what information we hold about you. You can ask us to correct inaccuracies regarding the data we hold about you or to delete this data. You also have the right to make a complaint, please see further information in the section titled ‘Complaints procedure’.

What data we collect

Visitors to our website

Our website (www.ashworth.uk.com) uses a third-party analytics service which is able to collect standard information regarding visitor behavioural patterns such as pages visited, time spent on the site, the visitor’s location and IP addresses. All the information is anonymous, and we do not attempt to find out personally identifiable data from this information.

If you would like further information on the third-party services that we use, please contact the Data Controller – their details can be found at the bottom of this document.

Users of the website have the option to submit enquiries / request literature through our website, to enable us to action these requests we require the user to leave some contact details, such as, name, email address, postal address, and telephone number. By leaving their details they are giving explicit consent for us to contact them in regard to the enquiry and any related communications thereafter, this is explained on the webpage that they leave their data on.

Where we provide links to websites of other organisations, this privacy notice does not cover how that organisation processes personal information. We encourage you to read the privacy notice on other websites you visit.

Please note, as our products would usually be used in the person's line of work not all contact details provided would constitute personally identifiable data e.g. postal address, if it is the address that the business is based and not a home address this would not classify as personally identifiable.

Our customers and their employees

As we are a B2B company our customers are other businesses and as a result no personally identifiable information is held. The exception to this is information held on their employees where we may hold contact details such as name, email address and telephone numbers. This is required for us to liaise with them about general business operations and to fulfil any contractual obligations, such as orders.

Prospective Customers / Users

We strive to only send communications that the recipient would be legitimately interested in due to their line of work. To allow us to do this we do thorough due-diligence checks on all marketing lists that we use, including bought-in lists. The personally identifiable data that we would hold on Prospective Customers / Users is limited to names, email addresses and telephone numbers.

Job applicants and our current and former employees

All personal data we hold on applicants and current and former employees are what the individual have provided themselves and what we need to hold to fulfil our contractual and legal obligations. Some of this may be deemed as sensitive data, for example, bank details, criminal record declarations, NI numbers etc.

For more information on this please contact the Data Controller using the details at the bottom of this document.

How we use your personal information

Visitors to the website

No personally identifiable information is held. With the exception of users who have chosen to give us their data by submitting one of the website forms. The data will be used to fulfil the request that they have submitted. After the point that we are satisfied that the enquiry/action has been completed, the personal details will no longer be processed but may be archived.

Our Customers and their employees

We will use personal information about key employees within the business that either the individual or another person in the business has provided to us. We may use this information to contact you about general business operations. This information will be stored on a CRM system for the purpose of internal record keeping. We may use this data to send promotional emails/letters that we think may be useful to you, however you may opt- out from these at any point. From time to time we may also use your information for market research purposes.

Prospective Customer / Users

We use this data because we believe you would have a legitimate interest in our business and products due to your line of work. We may use this data to send promotional emails / letters that we think may be useful to you, however you may opt-out from these at any point. Should you decide to opt-out, we will cease to process this data however, we will keep a record of your details indefinitely on our opt-out list.

Job applicants and our current and former employees

The information that job applicants provide to us during the recruitment process will be used solely for the purpose of progressing your application.

Information held on current and former employees will be used to fulfil contractual obligations and legal obligations.

For current employees this will consist of sharing personal data with third-parties such as banks and pension companies.

Information held about applicants will not be passed to any third-parties nor will it be used for marketing purposes. The personal data provided will be accessible by the hiring manager and used to contact you in regard to your application.

The information that is provided will be held securely by us either in an electric or physical format.

How we store and share your personal data

The safety of your data that we hold is a priority to us.

In order to prevent unauthorised access or disclosure, we have put in place suitable physical and electronic procedures to secure the information.

In order for us to improve customer experience we may also share this information with carefully selected companies, also known as Data Processors.

We may also share the information we hold about you if we are legally obliged to do so, for example, government authorities and/or law enforcement official for the prevention or detection of crime, if required by law or if required for a legal or contractual claim, or if the information is requested by HMRC or a court order.

The personal data that Oliver Ashworth process will be held in the UK. You can request more information about this by contacting the Data Controller but be assured Oliver Ashworth Ltd have carried out necessary checks to ensure that all of your personal data is stored safely and securely.

You may contact the Data Controller if you require additional information about the Data Processors that we use.

How long we keep your personal information

Visitors to the website

No personal data is collected. Information submitted by enquiry forms will be archived as soon as the matter is resolved.

Our Customers and their employees

We will keep the information for the duration that the business continues to trade with us and for 2 and a half years thereafter. This information will be archived after this point.

When we are made aware that an individual has ceased employment with our customer their details will be removed from our system.

Job applicants and our current and former employees

Job applicants – We will keep the information for the duration of the probation period of the role that they applied. This is usually 6 months.

Current and former employees - Personal information will remain in your personnel file for the duration of your employment and for 7 years thereafter. However, all data will cease to be stored in an electronic format, 3 years after your employment has ended. From this point on your data will be stored as a physical copy in a secure file, accessible only by senior members of staff, and only when they are requested to do so by law.

Complaints procedure

We always try to meet the highest standards when collecting, processing and storing personal data.

If you have any questions or comments regarding this Privacy Notice or any other query in regard to how we handle data, please contact the Data Controller in writing at the address or email address below.

If you wish to make a complaint about the way we collect, process or store our personal data please contact our Data Controller on the details below.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues. You can find more information on how to do this at <https://ico.org.uk/make-a-complaint/>

To contact the Data Controller at Oliver Ashworth Limited please use the details below.

Name: Anne Bannon

Address:

Oliver Ashworth Limited

Mill Hill Street

Bolton

BL2 2AB

Email: data@ashworth.eu.com