



How we look after your data

We always do the right thing, so want to keep your data safe and secure. When using our website and in every communication, this policy will explain how, why, what and where we store and manage your data.

Here at Humber Soft we understand that privacy is important, so we carefully consider how your personal data is used and shared.

- We only use your data to enhance the experience you have with Humber Soft
- We like to keep things simple, so won't bombard you or confuse you with information you won't understand.
- We do the right thing, so we'll protect your data like it's our own.
- You decide what you want to hear about – we won't send you any spam.

Please read this notice carefully and ensure you understand all of it. If you do not accept and agree with the way we process your personal data you must let us know, using the contact details below.

What is personal data?

Humber Soft This includes all data you have given to us or that we have collected up to now.

Your rights:

As a data user, you have rights under GDPR and how we use and process your data.

The right to:

- be informed about how we collect and use your personal data
- access the personal data we hold on you
- rectify personal data we hold on you
- be forgotten, you have the right to ask us to delete any personal data we hold on you
- restrict how we process your personal data
- obtain a copy of your personal data to re-use with another service or organisation
- object to us using your data for a particular purpose

If you would like to contact us regarding how we process your personal data, please contact us using the details below. We will do our best to solve the problem. If we are unable to help, you have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office: <https://ico.org.uk/concerns/>.



Why we have your data:

- we store your data as, at some point, you showed interest in or have purchased a water softener
- as you have submitted information via our website: www.humbersoft.co.uk

What data we collect:

We may collect some or all of the following personal and non-personal data:

- if you have entered information via our website; including information submitted via a webform.
- this data includes any personal data that's been submitted, including; name, business name, address, telephone number, postcode and email address.
- if we gathered your information via another source, for example by phone or email.
- if you have visited our website and accepted our cookie policy. This information may include all or some of the following; your IP address, geographical location, referral source and length of visit.

More about cookies:

We may send a cookie which may be stored by your browser on your computer's hard drive. It depends on the options you checked when the cookie policy first pops up when you first enter the website.

We may use the information we obtain from the cookie in the administration of this website, to improve the website's usability and for marketing purposes. We may also use that information to recognise your computer when you visit our website, and to personalise our website for you.

Most browsers allow you to refuse to accept cookies. (For example, in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector.) This will, however, have a negative impact upon the usability of many websites, including this one. If you would like to delete all cookies, please follow the instructions on your browser.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>



What we do with your data:

All personal data is processed and stored securely for no longer than is necessary.

If you entered your postcode on our website we will contact you, normally via the mobile number entered, using the information you submitted via the Humber Soft.

How we store your data:

We only store your data for as long as we need to and/or as long as you consent for us to do so. We store your data on our internal CRM system

Your data is stored as we offer a service and product to you, so it's there just in case we need it to contact you. We anonymise the personal data we have on you, so we can only access it when you ask us to.

How we secure your data:

We take steps internally to ensure your data is kept safe and secure:

- all Humber Soft staff are committed to confidentiality
- we anonymise your data by using your personal ID number in all internal communication and on our CRM system
- for any data that we have for orders made via the phone or direct debit information, we shred periodically to get rid of it
- we ensure resilience of our processing systems and processes in place that help us restore personal data.

Do we share your data?

We do not and will not share any of your data with third party companies

If we need to obtain processing services from any third party, such as the hosting of a CRM platform, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.

In certain circumstances, we may be legally required to share certain data held by us, which may include your Personal Data, for example, where we are involved in legal proceedings, where we are complying with legal requirements, a court order, or a governmental authority.

How can you control your data?

When we collect your Personal Data, you may be given options to restrict our use of your data. In particular, we aim to give you strong controls on our use of your data for



marketing purposes (including the ability to opt-out of receiving emails from us which you may do by unsubscribing using the links provided in our emails and at the point of providing your details).

If you unsubscribe from our email communications, we will delete the email address associated with it. All service agreements will be sent to you via written letter to the address associated with your customer ID.

How can you access your data?

You have the right to ask for a copy of any of your Personal Data held by us (where such data is held). Under the GDPR, no fee is payable and we will provide any and all information in response to your request free of charge. Please contact us for more details at ian@humbersoft.co.uk, or using the contact details below.

You also have the right to ask us to rectify or erase your data.

Contacting us

If you have any questions about this Privacy Notice, please contact us by email at ian@humbersoft.co.uk, or by post at Humber Soft, LMS Homes, Hope House, Barrow Haven, Barrow-Upon-Humber, North Lincolnshire, DN19 7ET

Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you.

If we update our privacy policy:

We may change this Privacy Notice from time to time (for example, if the law changes). Any changes will be immediately posted on our website.