



Experts in the Garage Equipment Industry

SALES 0844 249 8104 • SERVICE 0844 249 8100 • SPARES 0844 249 8102

Privacy Notice

1. Privacy notice

1.1 Who are we?

Gemco Equipment Ltd & Gemco Service Ltd are GEMCO - the largest garage equipment sales and service company in the UK, offering a total one-stop-shop solution for all of its customers. GEMCO is a wholly owned subsidiary of Stenhøj and the largest global distributor.

The personal data we would like to collect from/process on you is:

Personal data type:	Description
Contact	Company Contact Names, Telephone Numbers, Email Addresses, Postal Addresses.
Contractual	Details about the products or services we provide to you
Communications	What we learn about you from letters and emails you write to us and conversations between us
Professional	Job Titles, Training Certificates, Insurance Certificates
Account	Bank Account Details, Credit Card Number
Transactional	Historical spending habits
Credit	In certain cases we have to look at credit worthiness, standing & capacity
Criminal	Information about any previous judgements
Images	CCTV footage from any of our premises

Where we collect personal information from

Data you give to us

- When you request a quote/purchase our products and services
- When you talk to us on the phone or in person, including recorded calls and notes we make
- When you use our websites including webchat and our request contact features
- In emails and letters
- In insurance claims or other documents
- In customer surveys
- If you take part in our competitions or promotions

Data from outside organisations

- Social networks (for instance, when you click on one of our Facebook or Google ads)
- Public information sources such as Companies House
- Suppliers, sub-contractors and advisers we use to help us provide our products and services





Experts in the Garage Equipment Industry

SALES 0844 249 8104 • SERVICE 0844 249 8100 • SPARES 0844 249 8102

The personal data we collect will be used for:

Serving you as a customer

- To manage our relationship with you or your business
- To develop and carry out marketing activities
- To study how our customers use products and services from us.
- To communicate with you about our products and services

Business improvement

- To test new products
- To manage how we work with other companies that provide services to us and our customers
- To develop new ways to meet our customers' needs and to grow our business

Managing our operations

- To deliver our products and services

Complaints & Customer Satisfaction

- To respond to complaints and seek to resolve them
- To analyse levels of customer satisfaction

Business Management

- To run our business in an efficient and proper way. This includes managing our financial position, business capability, planning, adding and testing systems and processes, managing communications, corporate governance, and audit

Legal Claims

- As needed to establish, exercise or defend legal claims

Our legal basis for processing the personal data:

- Legitimate Interest
- Contractual Obligation
- Legal Obligation

1.2 Disclosure

GEMCO may pass on your personal data to third parties such as subcontractors, suppliers, insurers and legal authorities. GEMCO will never sell your personal data or pass it on other than to provide you with our products and services, run our business and adhere to legal obligations. Here we list all the types of organization that we may share your personal information with:





Experts in the Garage Equipment Industry

SALES 0844 249 8104 • SERVICE 0844 249 8100 • SPARES 0844 249 8102

Stenhoj Group

We may share your personal information with other companies within the Stenhoj group. For more information on members of the Stenhoj group please visit <http://en.stenhoj.com/>.

Authorities

This means official bodies that include:

- Central and local government
- Law enforcement agencies.

Outside companies we work with to provide our products/services to you and to run our business.

- Suppliers, sub-contractors and advisers. These are the types of firm that we use to help us provide our products and services.
- Distributors who you are purchasing our products and services through.

Insurers

We share personal information with our insurers in the event we file/receive a claim.

Company mergers and takeovers

We may also share your personal information if the make-up of GEMCO changes in the future:

- We may choose to sell, transfer, or merge parts of our business, or our assets. Or we may try to bring other businesses into the Stenhoj group. This is sometimes called Mergers & Acquisitions or 'company takeovers'.
- During any such process, we may share your data with other parties involved. We'll only do this if they agree to keep your data safe and private.
- If the change to our Group happens, then other parties may use your data in the same way as set out in this notice.

Storage / Retention period

Your data is stored on our cloud server (provided by Daisy who are ISO27001 accredited), and also on the servers of other providers whose services we use for accounting, website hosting, email, support and project management. Storage is on servers within the EU, or with companies outside the EU that agree to conform with EU data protection rules.

GEMCO will process and store personal data as per our retention procedure please contact our Data Protection representative if you require further information directly here:



Certified company
GEMCO SERVICE LTD



Experts in the Garage Equipment Industry

SALES 0844 249 8104 • SERVICE 0844 249 8100 • SPARES 0844 249 8102

- jade.harrold@gemco.co.uk
- 01604 828500

1.3 Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review: in the event that Organisation Name refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined in clause 3.6 below.

All of the above requests will be forwarded on should there be a third party involved in the processing of your personal data.

1.4 Complaints

In the event that you wish to make a complaint about how your personal data is being processed by GEMCO (or third parties as described in 3.3 above), or how your complaint has been handled, you have the right to lodge a complaint directly with the supervisory authority and GEMCO's data protection representatives.

To report to the supervisory authority in the UK (the Information Commissioner's Office) visit their website [here](#).

To report to GEMCO please contact our data protection representatives representative directly here:

- jade.harrold@gemco.co.uk
- 01604 828500



Certified company
GEMCO SERVICE LTD