

## **GDPR Compliance Notice**

This GDPR Compliance Notice ("Notice") explains how Ashrock Estates Ltd ("we," "us," or "our") collects, uses, stores, and protects personal information in compliance with the General Data Protection Regulation (GDPR), UK Data Protection Act, and other applicable data protection laws. This Notice applies to individuals whose personal information we may collect and process. We are committed to protecting your privacy rights and ensuring the security of your personal information.

### 1. Data Controller

Ashrock Estates Ltd, with its registered office at 26 Westgate, Monk Bretton, Barnsley, S71 2DJ, is the data controller responsible for the processing of your personal information.

### 2. Types of Personal Information Collected

We may collect and process the following types of personal information:

- Contact information, such as your name, address, email address, and telephone number.
- Identification information, such as government-issued identification documents (e.g., passport or driving license).
- Financial information, such as bank account details or payment card information.
- Transactional information, including details about products or services you have purchased from us.
- Communication history, including records of your interactions with us (e.g., emails, phone calls, or chat conversations).
- Any other personal information you voluntarily provide to us.

### 3. Purposes of Processing

We collect and process your personal information for the following purposes:

- To provide you with products, services, or information you request from us.
- To process and fulfill your orders, including billing and delivery.
- To communicate with you and respond to your inquiries or requests.
- To send you marketing communications, subject to your preferences and applicable laws.
- To manage and improve our products, services, and customer experience.
- To comply with legal obligations or protect our legitimate interests.

### 4. Legal Basis for Processing

We rely on the following legal bases for processing your personal information:

- Performance of a contract: Processing is necessary to fulfill our contractual obligations to you.
- Legitimate interests: Processing is necessary for our legitimate interests or the legitimate interests of a third party, provided that such interests are not overridden by your rights and interests.

- Consent: Processing is based on your consent, which you can withdraw at any time.

## 5. Data Retention

We will retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including any legal, accounting, or reporting requirements. The retention period may vary depending on the nature of the information and the applicable laws.

## 6. Your Rights

Under the GDPR and UK data protection laws, you have certain rights regarding your personal information. These rights include:

- Right to access: You have the right to request access to the personal information we hold about you.
- Right to rectification: You have the right to request correction of inaccurate or incomplete personal information.
- Right to erasure: You have the right to request deletion of your personal information, subject to certain exceptions.
- Right to restriction: You have the right to request the restriction of processing of your personal information in certain circumstances.
- Right to data portability: You have the right to receive your personal information in a structured, commonly used, and machine-readable format and to transmit it to another data controller.
- Right to object: You have the right to object to the processing of your personal information in certain circumstances, including direct marketing.
- Right to withdraw consent: If we rely on your consent for processing your personal information, you have the right to withdraw your consent at any time.

To exercise your rights or if you have any questions or concerns about our data protection practices, please contact us using the contact information provided at the end.

## 7. Data Transfers

We may transfer your personal information to third-party service providers or partners located outside the United Kingdom for processing or storage purposes. In such cases, we will ensure appropriate safeguards are in place to protect your personal information in accordance with applicable data protection laws.

## 8. Data Security

We implement appropriate technical and organizational measures to protect the security of your personal information and ensure its confidentiality. We maintain safeguards to protect personal information from unauthorized access, use, disclosure, alteration, or destruction.

## 9. Changes to this Notice

We reserve the right to update or modify this GDPR Compliance Notice at any time. Any changes will be effective immediately upon posting the revised Notice on our website. We encourage you to review this Notice periodically for any updates.

## 10. Contact Us

If you have any questions or concerns about our GDPR compliance or our data protection practices, please contact our Data Protection Officer using the contact information below:

Ashrock Estates Ltd

Address: 26 Westgate, Monk Bretton, Barnsley, S71 2DJ

E: [info@ashrockestates.co.uk](mailto:info@ashrockestates.co.uk)

T: 07399319995