

The Alternative Steel Company Ltd takes its responsibilities regarding the protection and use of personal data very seriously. It seeks to comply with the applicable requirements of the General Data Protection Regulation

This policy explains how we collect information about you.

We collect and process information about individuals (i.e. 'personal data') for business purposes, the provision of our services, marketing, business administration and to meet our obligations under the law. This includes personal data relating to our customers, suppliers and other third parties.

Note : this Policy currently excludes the information we collect about you when you use our website – a separate policy and statement is available

What information do we collect about you ?

The data we may collect and process may include your name, position or title, and company contact details (email address, mobile or landline number), financial information in relation to the provision of credit facilities or payment arrangements, evidence of competency which may contain your home address and other personal data including emergency contact details if you are undertaking contracted work for us, your image.

We collect information about you when you register with us, place orders for products and services, make any enquiry related to products and services in hand or supplied in the past.

If you visit our premises, we operate CCTV for the purposes of security and safety.

We collect information from third parties for marketing and business development purposes.

How will we use the information about you?

We will use your data in the following ways

- To process your enquiries and orders, and to provide our services and products to you, and generally manage your account
- To obtain feedback regarding our customer service performance to help us to improve and amend our services and products
- In processing your orders and establishing a trading relationship with you, we may send your details to, and use information from, credit reference agencies and fraud prevention agencies
- To support any legitimate legal action relating to our trading relationship. (This may involve sharing your data with third parties such as legal advisors, courts or insurers)
- To contact you, by phone, email or post, to tell you about our services or products if we think they may be of interest to you
- To evidence your competency and identity when conducting work for us as a contractor. (This may involve sharing your personal data with accrediting bodies, authorised enforcing and other agencies such as the Health and Safety Executive, the police or emergency services, as part of our legal obligations)

We will not

- use your personal data to send you information about anything that is not part of our business activity without your permission
- share your personal data with a third party marketing organisation or another customer without your permission
- send your personal data outside the EU

Marketing

We would like to send you information about our products and services.
Having given consent, you have a right at any time to stop us from sending this information.

Access to your information and Your Rights

You have the right to request a copy of the information we hold about you.

Where we process your data in such a way that requires your consent, you have a right to withdraw this consent at any time.

You have the right to correct your information.

Details of how to contact us to make these requests are contained in the section 'Data Controller' below.

We will respond within one month of your request. Your request will be free of charge but, where your requests meet the allowable exceptions under GDPR, we may charge you a reasonable fee for providing this to you.

You have the right to lodge a complaint with the Supervisory authority : www.ico.org.uk

How we store and retain your Information

We adopt an appropriate level of data security for the data type being handled.

We adopt the principles of reasonableness in GDPR, in matters relating to the retention of data.

As data security risks and actual retention periods differ dependent upon the type of data, we have more specific supporting policies available. Please contact us on admin@alternativesteel.com marking the subject matter 'Data Protection' and we will send you our additional notices regarding storage, access and retention of personal data

Changes to our Privacy Policy

We keep our Privacy Policy under regular review and will make any updates available through our website or directly through our trading contact with you.

This policy was last updated on 24.5.18

Data Controller

The Alternative Steel Company is a Controller under data protection law. This means that it decides how and why it uses personal data.

You can contact us regarding data protection

- By email to admin@alternativesteel.com. If you can add 'Data Protection' to the subject field, this will assist us in responding.
- By writing to us : The Data Controller, The Alternative Steel Company Ltd, Dobson Park Way, Ince, Wigan, Greater Manchester WN2 2DY