



Website Privacy And Cookie Policy

Background

Burbidge & Son Ltd understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website ("Our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

"Account"	means an account required to access and/or use certain areas and features of Our Site;
"Cookie"	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 12, below;
"Cookie Law"	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
"personal data"	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR"); and
"We/Us/Our"	means Burbidge & Son Ltd, a limited company registered in England under company number 00376700, whose registered and main trading address is Burnsall Road, Coventry. CV5 6BS.

2. Information About Us

- 2.1 Our Site is owned and operated by Us.
- 2.2 Our VAT number: GB272760842.
- 2.3 Data Protection Officer: We are not required to appoint a DPO by the legislation.

3. What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

4. Your Rights

- 4.1 As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:

- 4.1.1 The right to be informed about Our collection and use of personal data;
 - 4.1.2 The right of access to the personal data We hold about you (see section 11);
 - 4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 13);
 - 4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 13);
 - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
 - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
 - 4.1.7 The right to object to Us using your personal data for particular purposes; and
 - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided in section 13 and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.
- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

5. What Data Do We Collect?

Depending upon your use of Our Site, We may collect some or all of the following personal and non-personal data (please also see section 12 on Our use of Cookies and similar technologies):

- 5.1 Name;
- 5.2 Date of birth or age;
- 5.3 Gender;
- 5.4 Address;
- 5.5 Contact information such as email addresses and telephone numbers;
- 5.6 Business/company name;
- 5.7 Business classification;
- 5.8 Job title;
- 5.9 Profession;
- 5.10 Payment information;
- 5.11 Demographic information such as post code, preferences, and interests;
- 5.12 Financial information such as bank / credit / debit card numbers;
- 5.13 IP address;
- 5.14 Operating system and Web browser type and version;
- 5.15 A list of URLs starting with a referring site, your activity on Our Site, and the site you exit to.
- 5.16 HMRC tax references;
- 5.17 Credit information;

Your personal data may be obtained from the following third parties:

- Credit information: Euler Hermes UK Plc, 1 Canada Square, London. E14 5DX; www.eulerhermes.com
- Credit information: Experian Ltd, The Sir John Peace Building, Experian Way, NG2 Business Park, Nottingham NG80 1ZZ.

6. How Do We Use Your Data?

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:
 - 6.2.1 Providing and managing your Account;
 - 6.2.2 Providing and managing your access to Our Site;
 - 6.2.3 Personalising and tailoring your experience on Our Site;
 - 6.2.4 Supplying our products and/or services to you. Your personal details are required in order for us to enter into a contract with you;
 - 6.2.5 Personalising and tailoring Our products and/or services for you;
 - 6.2.6 Communicating with you. This may include responding to emails or calls from you;
 - 6.2.7 Supplying you with information by email and/or post that you have opted-in to (you may unsubscribe or opt-out at any time by contacting us);
 - 6.2.8 Market research;
- 6.3 With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email and/or telephone and/or text message and/or post with information, news, and offers on our products and/or services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out..
- 6.4 Third parties (including google) whose content appears on Our Site may use third party Cookies, as detailed below in section 12. Please refer to section 12 for more information on controlling Cookies. Please note that We do not control the activities of such third parties, nor the data they collect and use and advise you to check the privacy policies of any such third parties.
- 6.5 You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- 6.6 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):
 - 6.6.1 where we obtain your personal data for a lawful purpose, we will retain your data for the duration of its lawful use;
 - 6.6.2 where you consent to us holding your personal data for the purpose of marketing, we will retain your personal data until such time you request to be removed from this service.

7. How and Where Do We Store Your Data?

- 7.1 We only keep your personal data for as long as We need to in order to use it as described above in section 6, and/or for as long as We have your permission to keep it.
- 7.2 Some or all of your data may be stored outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to Us. If We do store data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR including:
 - 7.2.1 using a Data Transfer Mechanism such as Standard Contractual Clauses or the EU-US Privacy Shield Framework.
- 7.3 Data security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.
- 7.4 Steps We take to secure and protect your data include:

- 7.4.1 have in place, and comply with, a security policy;
- 7.4.2 ensure that appropriate security safeguards and virus protection are in place to protect the hardware/software used in processing the Personal Data;
- 7.4.3 prevent unauthorised access to the Personal Data;
- 7.4.4 protect the Personal Data using pseudonymisation, where practical to do so;
- 7.4.5 ensure that storage of Personal Data and the media on which it's recorded (including paper records and records stored electronically) are stored in secure locations and access is monitored and controlled;
- 7.4.6 have secure methods in place for the transfer of Personal Data whether in physical form (for example, by using couriers rather than post) or electronic form (for example, by using encryption);
- 7.4.7 password protect all computers and other devices on which Personal Data is stored, ensuring that all passwords are complex and secure;
- 7.4.8 take reasonable steps to ensure the reliability of personnel who have access to the Personal Data;
- 7.4.9 have in place methods for detecting and dealing with breaches of security (including loss, damage, or destruction of Personal Data);
- 7.4.10 have a secure procedure for backing up all electronic Personal Data and storing back-ups separately from originals;
- 7.4.11 have a secure method of disposal of unwanted Personal Data including for back-ups, disks, print-outs, and redundant equipment.

8. Do We Share Your Data?

- 8.1 We may share your personal data with other companies in our group for the fulfilment of our obligations to you and for supplying you with information by email and/or post that you have opted-in to receive. This includes our holding company and its subsidiaries.
- 8.2 We may sometimes contract with third parties to supply products and services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, 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.
- 8.3 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.
- 8.4 We may sometimes use third party data processors that are located outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where We transfer any personal data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR including:
 - 8.4.1 using a Data Transfer Mechanism such as Standard Contractual Clauses or the EU-US Privacy Shield Framework.
- 8.5 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.

9. How Can You Control Your Data?

- 9.1 In addition to your rights under the GDPR, set out in section 4, when you submit personal data via Our Site, 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 direct 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 and by managing your Account).
- 9.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone

Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

10. Your Right to Withhold Information

- 10.1 You may access certain areas of Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.
- 10.2 You may restrict Our use of Cookies. For more information, see section 12.

11. 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 using the contact details below in section 13.

12. Our Use of Cookies

- 12.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our products and/or services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
- 12.2 By using Our Site, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third Party Cookies are used on Our Site for security reasons, to improve site performance and to gather marketing information. For more details, please refer to section 6, above, and to section 12.6 below. These Cookies are not integral to the functioning of Our Site and your use and experience of Our Site will not be impaired by refusing consent to them.
- 12.3 All Cookies used by and on Our Site are used in accordance with current Cookie Law.
- 12.4 Before Cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended.
- 12.5 Certain features of Our Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. These Cookies are shown below in section 12.6. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser’s settings as detailed below in section 12.7, but please be aware that Our Site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.
- 12.6 The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose	Strictly Necessary
ASP.NET-SessionID	Sections of our site remember your choices, so you can be provided with the right information if you visit other pages, and then return.	Yes
Woocommerce_recently_viewed	Sections of our site remember your choices, to help you use the site.	No
Burbidge; wfvf_3145420311	Sections of our site remember you and your choices, to help you use the site securely.	Yes
Wordfence)verified Human	To help provide secure sections of the website.	Yes
cookies	This cookie is created when a user accepts our cookie statement. It enables the site to hide the cookie statement on subsequent visits to the site.	Yes

and the following third party Cookies may be placed on your computer or device:

Name of Cookie	Provider	Purpose
Pinterest_cm	You can view the Pinterest Privacy policy at https://about.pinterest.com/engb/termservice .	The Pinterest service sets cookies, if you are logged into your Pinterest account while browsing the website.
Google Analytics: _ga; _gid; _gat; _utma; _utmc; _utmz: _utmt;	You can view more information on the types of cookies Google uses (https://www.google.co.uk/intl/enGB/policies/technologies/types/), and also their Privacy Policy (https://www.google.co.uk/intl/enGB/policies/privacy/).	Google Analytics is in use to collect information about how visitors use this site.
Google maps; NID	You can view more information on the types of cookies Google uses (https://www.google.co.uk/intl/enGB/policies/technologies/types/), and also their Privacy Policy (https://www.google.co.uk/intl/enGB/policies/privacy/).	We sometimes use maps to show you locations relevant to the section of the site you are viewing.

- 12.7 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 12.8 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.
- 12.9 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

13. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at admin@burbidge.co.uk, by telephone on 02476671600, or by post at Burnsall Road, Coventry. CV5 6BS. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 11, above).

14. Changes to Our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.