

Privacy Notice

W.R. Davis & Son supply trophies, awards and engraving services to individuals, businesses, clubs and organisations. We record, process and keep personal data relating to Customers in accordance with the General Data Protection Regulations 2018. We use this data for core business purposes, to assist in the running of the business, to enable us to process orders and for Customers to receive goods/services ordered from W R Davis & Son.

The lawful basis for processing are set out in Article 6 of the General Data Protection Regulations 2018. At least one of the following will apply whenever we process personal data:

Consent – The individual has given clear consent for you to process their personal data for a specific purpose.

Contract – The processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering into a contract.

Legal obligation – The processing is necessary for you to comply with the law (not including contractual obligations).

Vital interests – The processing is necessary to protect someone's life.

Public task – The processing is necessary for you to perform a task in the public interest or for your official functions, and the task or function has a clear basis in law.

Legitimate interests – The processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data which overrides those legitimate interests. (This cannot apply if you are a public authority processing data to perform your official tasks.)

What Data is Collected

The personal data you provide is mandatory for the processing of an order. The personal data we process may include, but may not be limited to, the following:

- Data relating to your identity (full name)
- Data relating to the identity of others in your business/club/organisation (full names provided for order processing purposes e.g. engraving purposes)
- Contact details including personal/business/club/organisation details (address, telephone numbers, email addresses)

How We Collect This Data

W.R. Davis & Son process your personal data when you supply the information in the form of an enquiry or to place an order. Data is collected in the following formats:

- Over the phone
- By email
- Order form
- Website contact form

How We Store Personal Data

W.R. Davis & Son are responsible for ensuring that all personal data is stored securely and access to all personal data is restricted to those authorised to see them. These confidential records are stored securely on the company premises in a lockable room with controlled access and on a password protected computer.

Sharing Data

The information that you provide us will be regarded as confidential. We do not share your information with anyone without consent unless the law and our policies allow us to do so. Personal Data may be shared with the relevant bodies as required by law, for example in legal proceedings.



Privacy Notice

We routinely share information without consent with the Company Accountant for the purpose of company financial processing.

The Customers Rights

Under data protection legislation, you have the right to request access to your information that we hold. You must contact us in writing to make a request to access your personal information.

Under the data protection legislation you also have the right to:

- Object to processing of personal data that is likely to cause, or is causing, damage or distress
- Prevent processing for the purpose of direct marketing
- Object to decisions being taken by automated means
- In certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed
- Claim compensation for damages caused by a breach of the Data Protection regulations
- Have your personal data erased or destroyed where applicable – some information may be required for legal reasons
- Remove consent

Data Retention

GDPR requires the company to keep data no longer than necessary. However, many items of data used are legally required to be kept for significant periods. It is therefore 'necessary' to keep some items of data even after our relationship with the individual has ended in order to meet these pre-existing legal and business requirements.

W.R. Davis & Son securely retain personal data for 7 years for the purpose of company financial processing except in legal circumstances where we are required to keep them for longer. After which all personal data is disposed of securely.

ICO

The Information Commissioner Office (ICO) is the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.

W.R. Davis & Son are currently under no requirement to register with the ICO as we are only processing personal data for the core business purposes. However, W.R. Davis & Son ensure we adhere to the principles of the General Data Protection Regulations 2018 as required by law and understand best practice for managing information.

If you have a concern about the way we are collecting or using your personal data, you should raise your concern with us in the first instance or directly to the Information Commissioner's Office.

Other Information

W.R. Davis & Son ensure that any information provided is processed securely. A Data Processing Audit is available upon request which details how we process personal data.

Personal data may also be processed when visiting our website; www.wrdavis-trophies.co.uk. For further details a copy of our Website Privacy Notice can be provided upon request.