

SEBPLUS HIRE – PRIVACY POLICY

- A. Sebplus is committed to respecting and protecting your personal information. This policy sets out the basis on how we protect any personal information you provide us in the course of our business in accordance with the General Data Protection Regulations (GDPR).
- B. The personal information you provide may include data provided on our website, by the completion of forms, emails, CCTV images, social media, information from banks and credit reference agencies, the DVLC, telephone conversations and personal communications.
- C. If you have any questions about how Sebplus collects or uses your personal information please contact:
The Data Protection Officer, Sebplus Hire, Unit C36 Alison Business Centre, Alison Crescent, Sheffield S2 1AS
Tel: 07436 492194 Email: hire@sebplus.co.uk
- D. Sebplus may store and use your personal information for the purposes of:
 - a. Performing its contractual obligations to you
 - b. Legitimate interests relating to the marketing of relevant products / services to you.
 - c. Legitimate interests relating to Sebplus' internal administration of, but not limited to, invoicing, credit control, discount calculations, return of deposits.
 - d. Responding to questions, complaints and other issues you have raised.
 - e. Running credit checks prior to releasing Equipment for hire.
 - f. Protecting both parties against fraud, money laundering, identity theft and other criminal behaviour.
 - g. Keeping legally required documentation as required by HMRC.
- E. Sebplus will not disclose your personal information to any other party with the exception of its legal obligations of disclosure to:
 - a. HMRC, DVLC, Courts
 - b. Entities responsible for credit checking, crime prevention, dispute resolution or anti-fraud activities.
- F. Sebplus will only retain your personal information for as long as necessary to fulfil our legal obligations to satisfy taxation (6 years), accountancy and contractual obligations.
- G. You have the right in certain circumstances under GDPR to request the following in respect of your personal information:
 - a. Erasure
 - b. Restriction of Processing
 - c. Correction
 - d. Access
 - e. Transfer

To exercise your rights (if applicable under GDPR and not contrary to our responsibilities under Section D of this policy) please contact the Sebplus Data Protection Officer detailed in Section C.

There is no fee for access to your personal information. However under GDPR we may charge a reasonable fee if your request is repetitive, excessive, malicious or would involve disproportionate effort.

- H. The security of your personal information is important to us. We have put in place reasonable organisational measures to limit unauthorised access to your information. Your information will not be stored digitally (to prevent hacking). Any manual records will be so divided that no single part will be sufficient to allow an unauthorised person to illegally benefit from use of your data. The separated parts will be stored securely on two physically separate sites to prevent physical theft.
- I. Sebplus may occasionally update this privacy policy. The most current version will always be the version posted on our website www.sebplus-hire.co.uk

Dated 14/1/21

References:

Information Commissioners Office www.ico.org.uk 0303 123 1113

www.experian.co.uk/legal

www.creditsafe.com/gb/eu/legal

GDPR (General Data Protection Regulation 2016/679)