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## PRIVACY POLICY

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### BACKGROUND:

Alarm 2000 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, [www.alarm2000ltd.co.uk](http://www.alarm2000ltd.co.uk) ("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:

<b>"personal data"</b>	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 General Data Protection Regulation ("GDPR"); and
<b>"We/Us/Our"</b>	means Alarm 2000 Ltd, a limited company registered in England under company number 08193248, whose registered address is 1 Stanford Road, Great Witley, Worcestershire WR6 6HT, and whose main trading address is <b>3 York Street, Stourport on Severn, Worcestershire DY13 9EQ.</b>

### 2. Information About Us

- 2.1 Our Site is operated by Alarm 2000 Ltd, a limited company registered in England under company number 08193248, whose registered address is 1 Stanford Road, Great Witley, Worcestershire WR6 6HT and whose main trading address is **3 York Street, Stourport on Severn, Worcestershire DY13 9EQ.**
- 2.2 Our VAT number is 142 3053 55.
- 2.3 Our Data Protection Officer is Emma Gallett, and can be contacted by email at [sales@alarm2000ltd.co.uk](mailto:sales@alarm2000ltd.co.uk), by telephone on 01299 829395 or by post at 3 York Street, Stourport on Severn, Worcestershire DY13 9EQ.
- 2.4 We are a member of the SSAIB, who are a leading certification body for organisations providing security systems and services, fire detection and alarm systems and monitoring services. It is important that we notify you that in their work with us, the SSAIB will hold and process personal information about you. The SSAIB have amended their Privacy Notice to comply with GDPR and this can be viewed on their website at [www.SSAIB.org](http://www.SSAIB.org)
- 2.5 We also work with monitoring companies, who will hold and process personal information about you. These are Southern Monitoring Services Limited,

registered office 212-218 London Road, Waterloo, PO7 7AJ, company number 381 01115 91 and Securi-Guard Monitoring, registered office Building 2, Darklake View, Estover, Plymouth, Devon PL6 7TL, company number 3512239. To view their privacy notices, their websites are [www.smon.co.uk](http://www.smon.co.uk) and [www.securi-guardmonitoring.co.uk](http://www.securi-guardmonitoring.co.uk) respectively.

- 2.6 We also work with alarm signalling providers who will also hold and process personal information about you. These include BT Redcare (BT PLC, Crawley TEC, Zone DSAR, Fleming Way, Crawley, West Sussex RH10 9JY) and CSL Dual Com (Salamander Quay West, Park Lane, Harefield, Middlesex UB9 6NZ). To view their privacy notices, their websites are [www.redcare.bt.com](http://www.redcare.bt.com) and [www.csl-group.com](http://www.csl-group.com)

### 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 12);
  - 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:

- 5.1 name;
- 5.2 business/company name
- 5.3 contact information such as email addresses and telephone numbers;
- 5.4 demographic information such as post code, preferences, and interests;
- 5.5 financial information such as BACS details
- 5.6 IP address

## 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 Data Protection Act 1998 and 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 Supplying Our products **AND/OR** services to you (please note that We require your personal data in order to enter into a maintenance agreement or contract with you);
  - 6.2.2 Personalising and tailoring Our products **AND/OR** services for you;
  - 6.2.3 Replying to emails from you;
  - 6.2.4 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by contacting us and requesting us to do so)
- 6.3 With your permission and/or where permitted by law, We may also use your 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. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Data Protection Act 1998 **and** GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- 6.5 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):
  - 6.5.1 We retain your personal information for as long as we are providing a service to you and then review and determine the appropriate retention period for personal data, which is only ever for as long as necessary to fulfil the purposes for which we collected it for.

## 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 Your data will only be stored in the UK.
- 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 We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected data breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

## 8. **Do We Share Your Data?**

- 8.1 We may share your data with other companies in Our group for alarm monitoring services. This includes **Southern Monitoring Services Ltd, Securi-Guard Monitoring, BT Red-Care and CSL Dual-Com**
- 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 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. **What Happens If Our Business Changes Hands?**

- 9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by Us.
- 9.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

## 10. **How Can You Control Your Data?**

- 10.1 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).

## 11. **Your Right to Withhold Information**

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.

## 12. **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 at [sales@alarm2000ltd.co.uk](mailto:sales@alarm2000ltd.co.uk), or using the contact details below in section 13.

## 13. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [sales@alarm2000ltd.co.uk](mailto:sales@alarm2000ltd.co.uk), by telephone on 01299 829395, or by post at 3 York Street, Stourport on Severn, Worcestershire DY13 9EQ. 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 12, 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.