

# Privacy Policy

Acanthus Cast Stone Ltd (We', 'Us' or 'Our') know that you take the privacy of your information and how it used and shared very seriously, and we will only use your personal information in accordance with the current data protection law in the UK and this privacy policy. This notice describes the Acanthus Cast Stone Ltd privacy policy and how we aim to repay the trust you have shown by sharing your personal data with us.

This policy applies to all the websites we operate, our use of emails and text messages for business purposes, and any other methods we use for collecting information. It covers what we collect and why, what we do with the information, what we won't do with the information, and what rights you have.

This privacy policy only applies to personal information we hold about individuals. It does not apply to information we hold about companies and other organisations.

We may update this privacy policy from time to time by publishing the amended version on our website. Unless we have legal grounds to do otherwise, we will provide you with at least 30 days' notice of the effective date of the revised privacy policy. We may post the notice on our website and/or send you the notice by email. This privacy policy explains how we use any personal information we collect about you when you use this website or contact us via any other means.

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## Who we are?

In this policy, whenever you see the words (We', 'Us' or 'Our'), it refers to Acanthus Cast Stone Ltd, Wimsey Way, Somercotes, Derbyshire, DE55 4LS. Registered in England Company No. 5959879. For the purposes of the General Data Protection Regulation we are both a data controller and data processor in respect of the personal information that we collect and process about you as described in this privacy policy. Acanthus Cast Stone is a privately-owned Semi-dry cast stone manufacturing company in the Middle of England, serving customers from across the UK and abroad. Our established business, with a reputation for high standards, was founded in 2004.

## What is Personal Data?

Under the EU's General Data Protection Regulation:

Personal Data is defined as “any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”.

### **What information do we collect about you?**

Acanthus Cast Stone Ltd collects data about individuals, usually within a business context. We only collect basic personal data about you such as name, address, email, phone number. It does not include any special types/categories when relating to customers. Where special category data is collected (employees), it is collected to assist in providing employment services and Acanthus will ensure that you are aware what we collect, why we collect it and that this information is protected according to its sensitivity. Information is collected about you when you request us to contact you or place an order with us for our products or services or seek employment within Acanthus Cast Stone Ltd. Acanthus Cast Stone Ltd treats all data which identifies an individual as Personal Data. Acanthus Cast Stone acts as the 'Controller' of the personal data you provide to us, this means we control what happens to the data in our possession. We need to know your basic personal data to provide you with information associated with your queries, consultancy or certification and managed services. We will not collect any personal data from you we do not need to provide and oversee this service to you. Basic website usage information is collected using cookies.

### **What do we use the information collected about you for?**

We may process your personal data for our legitimate business interests. “Legitimate Interests” means the interests of our company in conducting and managing our business and providing you with the best services and products in the most secure way. These interests include:

- To provide you with information about Our products, services, offers or technical developments that you request from Us or which we feel may interest you, where you have consented to be contacted for such purposes;
- To contact you regarding your opinions on Our products and services which may be used for marketing, research and analysis, where you have consented to be contacted for such purposes;
- To help Us identify you when you contact or visit Us
- To help Us improve the quality of Our products and services
- To help Us detect and prevent fraud and money laundering.
- To help Us recover debts
- When you communicate with us for customer service or other purposes (e.g., by emails, faxes, phone calls, tweets, etc.), we retain such information and our responses to you in the records of your account;

When we process your personal data for our legitimate business interests we always ensure that we consider and balance any potential impact on you and your rights under data protection laws.

Where we enter in to a contract, We will process your personal data 'In pursuance of a contract' in line with a legitimate 'Lawful Basis for Processing' personal data.

If you have any concerns about the processing described above, you have the right to object to this processing. For more information on your rights please see “Your Right” section below.

## **Choice / opt-in and opt-out**

Whenever the processing of your personal data requires your consent then you will be given the opportunity to opt-in or opt-out to having your contact details used as set out above, at the time your details are submitted.

For example, when you request product information, you can tell Us when you provide your details if you do not want to receive any other information from Acanthus Cast Stone Ltd, or you can let us know how best to get in touch with you with information that may be of interest.

If you do not wish Us to use your data as set out above, or to pass your details on to third parties for marketing purposes, please inform Us at your convenience.

If you no longer wish to receive email or other promotional materials from Us, you may opt-out of receiving these communications at any time by one of the following methods:

- by sending an email to [info@acanthuscaststone.co.uk](mailto:info@acanthuscaststone.co.uk) with 'Opt Out' in the subject line;
- by writing to Acanthus Cast Stone Ltd, Wimsey Way, Somercotes, Alfreton DE55 4LS;
- by calling us on 01773 540704.

## **How do we protect it?**

Acanthus Cast Stone have a Data Protection regime in place to oversee the effective and secure processing of your personal data. Your data will be deleted in line with Our Data Retention Policy and any applicable legislation.

## **Where is the information stored?**

The majority of personal data we hold is processed by us using internal paper processes or cloud-based services hosted within the UK/EU or US in compliance with the EU-US Privacy Shield, i.e. Dropbox Plus.

## **Sharing your information**

We may share your information for any of the purpose set out above with chosen business partners who provide products or services through or on behalf of Acanthus Cast Stone Ltd and Our service providers and agents who perform services on Our behalf, such as marketing agencies and accountants.

We may also disclose your personal information to third parties, if We are under a duty to disclose or share your personal data for legal or regulatory purposes, in relation to existing or future legal proceedings, for the prevention of fraud/loss or to protect the rights, property, safety of Acanthus Cast Stone Ltd, Our customers or others.

## **Marketing**

If consent has been given, Acanthus Cast Stone may also send marketing emails or contact you with details of other products or services we think may be of interest to you. Following consent to receive marketing, you may opt out later. You have a right at any time to stop us from contacting you for marketing purposes or giving your information to our trusted Accreditation/Certification partners.

If you no longer wish to be contacted for marketing purposes, please click [here](#).

## **Access to your information and correction**

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all your personal information, please [email](#) or write to us at the following [address](#) (Acanthus Cast Stone Ltd, Wimsey Way, Somercotes, Alfreton DE55 4LS). We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

## **Cookies**

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

## **Log Files**

When you visit this website, logs are generated and kept for a period of time for the purposes of detecting and preventing fraud, unauthorized access and maintaining the security of our system. This statement only covers websites maintained by us, Acanthus Cast Stone Ltd and does not cover other web sites linked from our site.

## **Job applicants, current and former (Company) employees**

When individuals apply to work for Acanthus Cast Stone Ltd, we will only use the information they supply to us to process their application and to monitor recruitment statistics. Where we want to disclose information to a third party, for example where we want to take up a reference or obtain a 'disclosure' from the Criminal Records Bureau we will not do so without informing them beforehand unless the disclosure is required by law.

## **Personal information about unsuccessful candidates will be destroyed or deleted.**

Once a person has taken up employment with Acanthus Cast Stone Ltd, we will compile a file relating to their employment. The information contained in this will be kept secure and will only be used for purposes directly relevant to that person's employment. Once their employment with Acanthus Cast Stone Ltd has ended, we will retain the file in accordance with the requirements of our retention schedule and UK legislation, subsequently deleting when no longer required.

## **Changes to our privacy policy**

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 26 June 2018.

## **Your rights**

Under the data protection legislation, you have the right to request copies of your data, request rectification of your data, request erasure of your data, object to Us processing your data, the right to prevent your data being used for direct marketing, request Us to restrict the process and

where our systems allow, the right to access a copy of the information We hold about you (a subject access request).

If you wish to exercise any of these rights please contact the Our GDPR Owner at [info@acanthuscaststone.co.uk](mailto:info@acanthuscaststone.co.uk).

For more information about your rights under the Data Protection Act contact the Information Commissioner's Office [www.ico.org.uk](http://www.ico.org.uk)

If at any point you believe the information we process on you is incorrect you can request to see this information, and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact Our GDPR Owner at [info@acanthuscaststone.co.uk](mailto:info@acanthuscaststone.co.uk) who will investigate further. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law, you can complain to the Information Commissioner's Office (ICO) [here](#).

### **How to contact us**

Please contact us if you have any questions about our privacy policy or information we hold about you:

by email: [info@acanthuscaststone.co.uk](mailto:info@acanthuscaststone.co.uk)

or

Write to us at

Acanthus Cast Stone Ltd

Wimsey Way

Somercotes

Derbyshire

DE55 4LS