

## WEBSITE PRIVACY POLICY

Barton Willmore LLP 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, peterboroughbankment.co.uk ("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 this Site. If you do not accept and agree with this Privacy Policy, you must stop using this Site immediately.

### **Definitions & interpretation**

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

"Cookie" means a small text file placed on your computer or device by this Site when you visit certain parts of this Site and when you use certain features of this Site. Details of the Cookies used by this Site are set out in our Cookies Policy;

"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 this Site; and

"We/Us/Our" means Barton Willmore LLP, registered in England under company number OC342692, whose registered address is The Blade, Abbey Square, Reading, RG1 3BE.

### **Information about this Site**

This Site is owned and operated by Barton Willmore LLP.

### **What does this Policy cover?**

This Privacy Policy applies only to your use of this Site. This 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.

### **Your rights**

As a data subject, you have the following rights:

- The right to be informed about our collection and use of personal data;
- The right of access to the personal data we hold about you (see [below](#));
- The right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact us using the details [below](#));
- 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 [below](#));
- The right to restrict (i.e. prevent) the processing of your personal data;
- The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);

- The right to object to us using your personal data for particular purposes; and
- Rights with respect to automated decision making and profiling.

If you have any cause for complaint about our use of your personal data, please contact us using the details [below](#) 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.

For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

### **What data do we collect?**

Depending upon your use of this Site, we may collect some or all of the following personal data (please also see our Cookies Policy):

- Name;
- Company name;
- Email address;
- Post code;
- IP address;
- Web browser type and version;
- Device;
- Site Activity;
- Operating system

### **How do we use your data?**

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. For more details on security see [below](#).

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 using our Contact Us form). Specifically, we may use your data for the following purposes:

- Replying to your website enquiry via email;
- Sending you information based on your product choices via email;
- Forward your enquiry to the relevant person/department;
- Analysing your use of this Site to enable Us continually to improve this Site and your user experience
- 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 or telephone with information, news and offers on our services. We will not, however, send you any unsolicited marketing or spam.

You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it.

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 until planning permission has been obtained for the project.

### **How and where do we store your data?**

We only keep your personal data for as long as We need to in order to use it as described [above](#), and/or for as long as We have your permission to keep it.

Your data will only be stored within the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein).

Data security is very important to us. We take reasonable and appropriate measures to protect personal data from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the risks involved in the processing and the nature of the personal data.

### **Do we share your data?**

We will not share any of your data with any third parties for any purposes except, in certain circumstances, where we are 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 obligations, a court order, or a governmental authority.

We may compile statistics about the use of this Site including data on traffic, usage patterns, 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.

### **How can you control your data?**

In addition to [your rights](#), when you submit personal data via this Site, you will be given options to restrict our use of your data. 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 contacting us using the links provided in Our emails.

### **Your right to withhold information**

You may access this Site without providing any data at all.

You may restrict our use of Cookies. For more information, our Cookies Policy.

### **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). We are permitted to charge a reasonable fee when a request is manifestly unfounded, excessive or repetitive and will be based on the administrative cost of providing the information. Please contact Us for more details at [info@bartonwillmore.co.uk](mailto:info@bartonwillmore.co.uk) or using the contact details [below](#).

### **Our use of Cookies**

As you interact with this Site, we will automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our Cookies Policy for further details.

## **Contacting us**

If you have any questions about this Site or this Privacy Policy, please contact Us by email at [dataprivacymanager@bartonwillmore.co.uk](mailto:dataprivacymanager@bartonwillmore.co.uk) by telephone on 0118 9430000 or by post at The Blade, Abbey Square, Reading, RG1 3BE. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you (as [above](#)).

## **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 this Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of this Site following the alterations. We recommend that you check this page regularly to keep up-to-date.