

# Cut Maple Fires & Stoves Ltd

## Data Protection & Retention Policy

Written 2<sup>nd</sup> May 2018

### Background

Data Protection Regulations are changing from 25<sup>th</sup> May 2018. Under the General Data Protection Regulations (GDPR), a company will need to seek your permission to hold personal information/data about you and will need to make it clear what this information will be used for, how long it will be stored and if applicable, who any information about you may be passed on to.

For the purposes of the GDPR, 'personal data' means "any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier."<sup>1</sup> Therefore documentation containing a name and address is covered by the legislation within the GDPR.

Under the GDPR Article 6(1)(b), Cut Maple Fires & Stoves Ltd has a lawful basis for processing the information that we hold about our customers because the information that we hold is "necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract."<sup>2</sup> In other words, we require the information that we hold in order to provide a quotation for a customer and then complete the work if the quotation is accepted.

### Customer Information at Cut Maple Fires & Stoves Ltd

At Cut Maple Fires & Stoves Ltd we hold customer information in order to complete our contract with you and to provide aftersales support. We aim to minimise the amount of information that we hold about our customers and **the only event in which information is passed on to a third party is in order to register your appliance with HETAS or the guarantee for your flue components** (as is required in order for us to complete our contract with our installation customers).

If consent is provided on the Quotation Acceptance Form, we will hold customer details on our Chimney Sweep database and/or our mailing list. This information will be held until such a time as the customer requests that their details be removed and in doing so exercises their 'Right to be Forgotten' under the GDPR. To be removed from these lists customers will need to contact us. Please note though that this is an 'opt in' service and unless customers tick the relevant boxes or advise us in writing that they wish for their details to be held on these lists and for these purposes, their names will not be added.

Details of what information we hold on our customers, why we hold it and how long we hold it for are below:

| Document/Information Source | What information is contained                                                                                                | Why we hold this information                                                              | How long we hold it for                                                                                                                       |
|-----------------------------|------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| Quotations                  | Name<br>Address<br>Details of the works we are quoting for including cost<br>Telephone Number<br>Email address (if provided) | This information is necessary in order for us to enter into a contract with our customers | If the quote is accepted the information is kept until completion of works.<br>If the customer chooses not to accept the quote it is deleted. |

|                                   |                                                                                                                                                                    |                                                                                                                                                                                                                                   |                                                                                                                              |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Invoices                          | Name<br>Address<br>Details of the works we are carrying out for including cost<br>Telephone Number<br>Email address (if provided)                                  | For the purposes of performing our contract with our customers and for accounting purposes                                                                                                                                        | 7 years                                                                                                                      |
| Chimney Sweep Database (Optional) | Name<br>Address<br>Telephone number/email address as provided<br>Detail of appliance/chimney lining<br>Date of installation or last sweep                          | In order to remind customers that their annual chimney sweep is due and to book their sweep. Separate consent is required from the customer in order for us to hold their information for the purposes of this service.           | Until the homeowner requests that their details are removed.                                                                 |
| Mailing List (Optional)           | Name<br>Address<br>Telephone number/email address as provided<br>Detail of installation                                                                            | In order to provide information to past customers regarding industry updates, special offers or aftercare information that may be relevant to them. This is an optional service and details are not passed on to any third party. | Until the homeowner requests that their details are removed.                                                                 |
| Customer Correspondance           | Name<br>Address<br>Telephone/Email address (as provided)<br>Details relating to the subject of correspondance e.g. a complaint or a componant that needs replacing | In order to follow up any queries relating to aftersales support which are deemed necessary in order to complete the contract with the customer.                                                                                  | Until rectification of the issue.                                                                                            |
| CCTV Footage                      | Footage of staff and members of the public visiting our showroom and using our car park.                                                                           | For the purposes of crime prevention and the safety of the public and staff on site. CCTV footage will be passed onto the Police if required to assist them in and investigations.                                                | 5-14 days. Exact period is dependant on the level of activity in the area as dictated by the storage capacity of the system. |

Please note: HETAS Certificates and copies of flue guarantee registrations are no longer held by us. These documents are the responsibility of the home owner.

## References

1. <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/key-definitions/>
2. <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/contract/>