

PENGUIN SWIMMING POOLS LIMITED

PRIVACY NOTICE

Who We Are

Penguin Swimming Pools Limited ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection Regulation and law. This notice provides you with the necessary information regarding your rights and obligations, and explains how, why and when we collect and process your personal data.

Penguin Swimming Pools Limited registered office is at **5 & 6 Dolphin Square, Bovey Tracey, Newton Abbot, Devon, TQ13 9AL** and we are a company registered in England and Wales under company number 2755674.

Information That We Collect

Penguin Swimming Pools Limited processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any other way than already specified in this notice.

The personal data that we collect may include but is not limited to:

- Name
- Address
- Personal Email
- Telephone Number
- Mobile Telephone Number

We collect information in the following ways:

- Face to Face
- Online forms
- By telephone
- From public sources

How We Use Your Personal Data (Legal Basis for Processing)

Penguin Swimming Pools Limited takes your privacy very seriously and will never disclose, share or sell your data without your consent, unless required to do so by law. We only retain your data for as long as is necessary and for the purposes specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw such consent at any time.

The purposes and reasons for processing your personal data are detailed below: -

- We collect your personal data in the performance of a contract or to provide a service
- We may, where applicable, pass on your data to suppliers for registering cloud based products and services for registration, billing reference and technical support registration
- We collect and store your personal data as part of our legal obligation for business accounting and tax purposes
- We collect personal data as part of our recruitment and selection process
- If you apply to us or through us, for finance or insurance we will pass your details to the finance or insurance provider
- We may ask you to complete a satisfaction survey when you buy a product or service from us
- We will use your feedback to help improve our services and products
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Your Rights

You have the right to access any personal information that Penguin Swimming Pools Limited processes about you and to request information about:

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to update/correct it as quickly as possible, unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing in accordance with the data protection law, as well as to object to any direct marketing from us and to be informed about any automated decision-making that we use.

If we receive a request for any of the above rights, we may ask you to verify your identity before acting on the relevant request; this is to ensure that your data is protected and kept secure.

Sharing and Disclosing Your Personal Information

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement.

Other Websites

Our website and online services may contain links to other websites. This privacy policy applies only to Penguin Swimming Pools Limited. When you visit other websites please make sure you read their privacy policy.

Safeguarding Measures

Penguin Swimming Pools Limited takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, including measures such as:

- SSL
- Encryptions
- Pseudonymisation
- Practices, restriction
- IT authentication
- Ransomware
- Firewalls
- Restricted Access

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to **Penguin Swimming Pools Limited**, however, as this information is required for us to provide you with our services/deliver your products/legitimate interests, we will not be able to offer some/all of our products or services without it.

How Long We Keep Your Data

Penguin Swimming Pools Limited only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep accounting details for a minimum of 6 years after which time it will be destroyed.

Personal information used for recruitment and selection processes will be destroyed 1 year from date of interview.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and withdraw your consent.

Lodging A Complaint

Penguin Swimming Pools Limited only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.