

# PRIVACY POLICY

## WEBSITE USERS

### Why we process your data

This privacy notice is for website users.

In summary, we process personal data for the following purposes:

- respond to website enquiries
- undertake direct marketing
- improve website performance and marketing

### Transferring personal data overseas

For us to perform the normal functions of our company and in providing you with services, your information will not be transferred outside of the EEA.

### Automatic decision-making and online profiling

Through the use of some cookies on this website we may carry out automated processing and profiling.

### Information sources

We receive information about you provided by third parties enable cookies.

| Data type   | Source  |
|---|---------|
| Device usage, website behaviour, age, location, gender, interests | Google  |
| Device usage, website behaviour, location, gender, interests      | HubSpot |
| Device usage, website behaviour, location, gender, interests      | Hotjar  |

## How we use personal data

Where we process your personal information for legitimate interests this means that we assessed that we have a legitimate interest in the processing for the stated purpose, that the processing is necessary for this purpose, and we have not infringed upon your interests, rights or freedoms.

| Purpose  | Data processed  | Use of data   | Lawful basis for processing | Data sharing                            | Retention period |
|--|---|---|-----------------------------|---|------------------|
| <b>Product Development &amp; Service</b>                         | Name, organisation, email address, physical address and phone number. | Where you are not yet a client, to contact you by phone, email or post. | Consent                     | IT service providers                    | 1 year           |
|  |   | Where you are a client, to contact you by phone, email or post.         | Legitimate interest         |   | 1 year           |
| <b>To respond to customer enquiries via website contact form</b> | Name, email address, physical address and phone number.               | Where you are not yet a client, to contact you by phone, email or post. | Legitimate interest         | IT service providers                    | 1 year           |
|  |   | Where you are a client, to contact you by phone, email or post.         | Legitimate interest         |   | 1 year           |
| <b>To improve website performance</b>                            | Device usage, website behaviour                                       | The understand better how a visitor navigates the website               | Consent                     | IT service providers<br>Google, HubSpot | 1 year           |

## Your rights

| Right  | Detail  |
|--|---|
| <b>Marketing</b> – You have a right to object to direct marketing.   | You have a right to object to processing of your personal information for direct marketing purposes.  |
| <b>Access</b> – You have a right to request a copy of the personal information we hold about you.  | You have the right to request access a copy of your personal data.  |
| <b>Rectification</b> – You have a right to rectification of inaccurate personal information and to update incomplete personal information. | If you believe that any of the information that we hold about you is inaccurate, you have a right to request that we restrict the processing of that information and to rectify the inaccurate personal information.  |
| <b>Erasure</b> – You have a right to request that we delete your personal information.   | <p>You may request that we delete your personal information if you believe that:</p> <ul style="list-style-type: none"><li>• we no longer need to process your information for the purposes for which it was provided;</li><li>• we have requested your permission to process your personal information and you wish to withdraw your consent;</li><li>• we are not using your information in a lawful manner; or</li><li>• you have objected to your data being processed.</li></ul> |
| <b>Restriction</b> – You have a right to request us to restrict the processing of your personal information.                               | <p>You may request us to restrict processing your personal information if you believe that:</p> <ul style="list-style-type: none"><li>• any of the information that we hold about you is inaccurate;</li><li>• we no longer need to process your information for the purposes for which it was provided, but you require the information to establish, exercise or defend legal claims; or</li><li>• we are not using your information in a lawful manner.</li></ul>                  |

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| <p><b>Objection</b> – You have a right to object to the processing of your personal information.</p>     | <p>You have a right to object to us processing your personal information, including the profiling of your information (and to request us to restrict processing). We may override this request where:</p> <ul style="list-style-type: none"> <li>• we determine that there is a compelling and legitimate grounds for the processing;</li> <li>• we need to process your information to investigate and protect us or others from legal claims.</li> </ul> |
| <p><b>Portability</b> – You have a right to data portability.</p>  | <p>You may request us to transfer to a third-party your data in a machine-readable format where the:</p> <ul style="list-style-type: none"> <li>• personal information was provided on the basis of consent;</li> <li>• processing is by automated means; and</li> <li>• processing is based on the fulfilment of a contractual obligation.</li> </ul>   |
| <p><b>Withdraw consent</b> – You have a right to withdraw your consent.</p>                              | <p>Where we rely on your consent to process your personal information for a particular purpose, you have a right to withdraw your consent at any time for that purpose.</p>  |
| <p><b>Access</b> – You have a right to request a copy of the personal information we hold about you.</p> | <p>To exercise this right please contact us at:<br/> UK Car Park Management Ltd<br/> PO Box 3114<br/> Lancing<br/> BN15 5BR<br/> <a href="mailto:info@uk-cpm.com">info@uk-cpm.com</a></p>  |
| <p><b>Lodge complaints</b> – You have a right to lodge a complaint with the regulator.</p>               | <p>If you have an issue concerning the processing of your information then please contact our Data Protection Officer using <a href="mailto:dpo@uk-cpm.com">dpo@uk-cpm.com</a></p> <p>We hope that we can address any concerns you may have, but you also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at <a href="http://www.ico.org.uk">www.ico.org.uk</a></p>   |