
PRIVACY NOTICE

BACKGROUND:

Maple Fleet Services LTD understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Maple Fleet Services LTD

Maple Fleet Services LTD.

Registered in England under company number 3335374

Registered address: Maple House, Crown Royal Industrial Park, Shawcross Street, Stockport, SK1 3EY

Data Protection Officer: Christina Maple

We are regulated by ICO.

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in

**Part 11.**

- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

5. What Personal Data Do You Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us:

- Name;
- Address;
- Email address;
- Telephone number;
- Business name;
- Job title;
- Payment information;



Your personal data is obtained in the following ways

- Client registering interest and their details (verbally, via phone, email, website enquiry, trade event)
- Registering for a trade account (verbally, via phone, email, website enquiry)
- Placing orders (verbally, via phone, email)
- Processing payments
- Requesting technical support or a assistance from repair service (verbally, via phone, email, website enquiry)

Visitors to our websites

- When visiting our website, we use a 3rd party analytics service (Google Analytics) to collect standard internet log information and details of visitor behaviour patterns.
- Google Analytics works by placing cookies onto your device. This information is collated so we are able to ensure we are providing an effective and user friendly website.
- This information is not used, nor is it possible, to identify individuals
- For more details on our use of cookies, please refer to our Cookie Policy.

6. How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one of the following purposes:

- To process any orders that you raise with us
- Providing and managing your account.
- Supplying products and/or services to you. Your personal details are required in order for us to enter into a contract with you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email and / or post (you may unsubscribe or opt-out at any time)
- To protect our business and your account from fraud and other illegal activities.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you email, telephone or



post with information, news, and offers on our products and services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the UK Data Protection Act 2018, GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. The following factors will be used to determine how long it is kept):

- We will retain information about existing clients for as long as they remain a customer. This is necessary so that we are able to support and manage individual accounts.
- Information and data collected for the purposes of providing quotations or processing orders will be retained for as long as we find it necessary to fulfill the purpose for which the personal data was collected, while also considering our need to answer your queries or resolve possible problems, to comply with legal requirements under applicable laws, to attend to any legal claims/complaints, and for safeguarding purposes.
- Information used for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store or transfer your personal data in the UK. This means that it will be fully protected under the GDPR.

9. Do You Share My Personal Data?

We use your information only as set out in this Policy and will not sell or pass your information on to 3rd parties for marketing or other purposes.

We may however share your information with trusted partners or sub-contractors so we are able to fulfil your order and/or to provide a better service to you. For example, your details may be passed to a courier or vehicle installation provider.

In some limited circumstances, we may be legally required to share certain personal data, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.



All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Chris Shaw:

Email address: data.access@maplefleetservices.co.uk

Telephone number: +44 (0)161 429 1580

Postal Address: Maple Fleet Services, Maple House, Crown Royal Industrial Park, Shawcross Street, Stockport. SK1 3EY

12. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

This Policy has been approved and authorised by:

Name: Chris Shaw
Position: General Manager
Date: 02/01/2021
Due for Review by: 02/01/2027
Signature:

| Document Review Record |
|----------------------------|
| Reviewed: 22/12/2022 - CJS |
| Reviewed: 20/12/2024 - CJS |