VertiFix
Access and Maintenance

Privacy Policy

We are pleased that you are visiting our website at www.vertifix.co.uk. Data protection and data security when using our website are very important to us. We would therefore like to inform you which of your personal data we collect when you visit our website and for what purposes it is used.

Who is responsible?

The person responsible in the sense of the UK's Data Protection Act ("DPA") and the EU's General Data Protection Regulation ("GDPR") is VertiFix of 11 Hartington Road, Stockport, UK. Please direct any questions you may have to hello@vertifix.co.uk, or call us at +44 161 399 1823.

Principles of data processing

a) Personal data

Personal data is any information relating to an identified or identifiable natural person. This includes, for example, information such as your name, age, address, telephone number, date of birth, e-mail address, IP address or user behaviour.

b) Processing

The processing of personal data (e.g. collection, retrieval, use, storage or transmission) always requires a legal basis.

c) Legal basis

In accordance with the DPA and the GDPR, we have to have at least one of the following legal bases to process your Personal Data: i) you have given your consent, ii) the data is necessary for the fulfillment of a contract / pre-contractual measures, iii) the data is necessary for the fulfillment of a legal obligation, or iv) the data is necessary to protect our legitimate interests, provided that your interests are not overridden.

d) Retention

Processed personal data will be deleted as soon as the purpose of the processing has been achieved and there are no longer any legally required retention obligations.

Data we collect

a) Provision and use of the website

When you call up and use our website, we collect the personal data that your browser automatically transmits to our server. This is technically necessary for us to display our website and to ensure its stability and security. In this sense, we collect the following data: i) IP address of the requesting computer, ii) Date and time of access, iii)name and URL of the file accessed, iv) website from which the access was made (referrer URL), v) browser used and, if applicable, the operating system of your computer as well as the name of your access provider. The legal basis is our legitimate interest.

b) Hosting

The hosting services used by us for the purpose of operating our website is Netlify. In doing so Netlify, processes inventory data, contact data, content data, usage data, meta data and communication data of customers, interested parties and visitors of our website and services, on the basis of our legitimate interests.

c) Content Management System

We use the Content Management System (CMS) of Netlify, to publish and maintain the created and edited content and texts on our website. This means that all content and texts submitted to our website is transferred to Netlify. The legal basis is our legitimate interest.

d) Cookies

We use cookies on our website. In accordance with the UK`s Privacy and Electronic Communications Regulation ("PECR") and the EU`s Privacy and Electronic Communications Directive ("PECD") we are required to obtain your consent before placing so-called Non-Essential Cookies (Functional

cookies, Analysis and Performance Cookies, Advertising Cookies or Targeting Cookies). However, as we have refrained from placing Non-Essential Cookies, we are not required to obtain any consents nor to have a cookie consent tool. Nonetheless, this may change in the future and if we do use Non-Essential Cookies we will provide a Cookie Policy.

e) Contacting Us
We offer you the opportunity to contact us using various methods. We collect the data you submit such as your name, email address, telephonenumber and your message in order to process your enquiry and respond to you. The legal basis is both your consent and contract.

f) Quote processing
We process your first name, last name, e-mail address, and the data related to your quotation with us data to handle your request. The required information is identified as such in the context of yourrequest, and includes the information required for the provision of the quote as well as contact information. Following your request, we will try to make contact with you either by call, text or email. The legal basis is the fulfillment of our pre-contractual obligations and, in individual cases, the fulfillment of our legal obligations.

g) When using our services
We process the Personal Data involved in your use of our services in order to be able to provide our contractual services. This includes in particular our support, correspondence with you, invoicing, fulfilment of our contractual, accounting and tax obligations. Accordingly, the data is processed on the basis of fulfilling our contractual obligations and our legal obligations.

h) Administration, financial accounting, office organisation, contact management
We process data in the context of administrative tasks as well as organisation of our business, and compliance with legal obligations, such as archiving. In this regard, we process the same data that we process in the course of providing our contractual services. The processing bases are our legal obligations and our legitimate interest.

i) Social Media
When you visit our social media profiles on Facebook, and Instagram, we process your actions and interactions with our profile (e.g., the content of your messages, enquiries, posts or comments that you send to us or leave on our profile or when you like or share our posts) as well as your publicly viewable profile data (e.g., your name and profile picture). Which Personal Data from your profile is publicly viewable depends on your profile settings, which you can adjust yourself in the settings of your social media account.The legal basis is our legitimate interest and your consent.

Data Security
We undertake to protect your privacy and to treat your personal data confidentially. In order to prevent manipulation or loss or misuse of your data stored with us, we take extensive technical and organisational security precautions which are regularly reviewed and adapted to technological progress. These include, among other things, the use of recognised encryption procedures (SSL or TLS).

However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures are not observed by other persons or institutions that are not in our area of responsibility. We have no technical influence on this. It is the user's responsibility to protect the data he or she provides against misuse by encrypting it or in any other way.

International transfers
We may transfer your Personal Data to other companies as necessary for the purposes described in this Privacy Policy. In order to provide adequate protection for your Personal Data when it is

transferred, we have contractual arrangements regarding such transfers. We take all reasonable technical and organisational measures to protect the Personal Data we transfer.

How we may share your Personal Data
We may share your Personal Data with our Business Partners for the purposes described in this Privacy Policy, including (but not limited to) conducting the services you request, or customising our business to better meet your needs. We share your Personal Data only with Business Partners who agree to protect and use your Personal Data solely for the purposes specified by us.

We may also disclose your Personal Data for any purpose with your consent or for law enforcement, fraud prevention or other legal actions as required by law or regulation, or if we reasonably believe that we must protect us, our customers or other business interests. Except as described above of which you will be informed in advance, we will not disclose your Personal Data.

What we do not do
- We do not request Personal Data from minors and children;
- We do not use Automated decision-making including profiling; and
- We do not sell your Personal Data.

Privacy rights
Under the DPA and the GDPR, you can exercise the following rights:
- *Right to information*
- *Right to rectification*
- *Right to deletion*
- *Right to data portability*
- *Right of objection*
- *Right to withdraw consent*
- *Right to complain to a supervisory authority*
- *Right not to be subject to a decision based solely on automated processing.*

If you have any questions about the nature of the Personal Data we hold about you, or if you wish to exercise any of your rights, please contact us.

Updating your information and withdrawing your consent
If you believe that the information we hold about you is inaccurate or that we are no longer entitled to use it and want to request its rectification, deletion, or object to its processing or want to withdraw any consents you have given us, please contacting us.

Access Request
In the event that you wish to make a Data Subject Access Request, you may inform us in writing of the same. We will respond to requests regarding access and correction as soon as reasonably possible. Should we not be able to respond to your request within thirty (30) days, we will tell you why and when we will be able to respond to your request. If we are unable to provide you with any Personal Data or to make a correction requested by you, we will tell you why.

Complaint to a supervisory authority
You have the right to complain about our processing of Personal Data to a supervisory authority responsible for data protection.

Validity and questions
This Privacy Policy was last updated on Thursday, 26th of October 2023, and is the current and valid version. However, from time to time changes or a revision to this policy may be necessary.