

Privacy Policy

PadStore Ltd



1. INTRODUCTION

PadStore Ltd, is committed to protecting your privacy and security. This policy document explains how and why we use your personal data, to ensure you remain informed and in control of your information.

Throughout this document, we will refer to 'PadStore' – this includes PadStore Ltd itself and its trading name PadStore Self Storage. This policy relates to all of the above-mentioned – referred to as PadStore.

We will continue to communicate with you via: email, telephone, post and SMS in order to deliver and inform you about the service(s) we provide. We ensure that all of our data meets the criteria of the General Data Protection Regulation, which came into force on 25th May 2018. You are able to choose how you want to receive important communications (email, phone, SMS or post) and have the choice to opt out of receiving marketing content communications.

You can decide not to receive marketing communications or change how we contact you at any time. If you wish to do so please contact our team by emailing info@pad-store.co.uk , writing to us at PadStore Ltd, Cumberland Court, 80 Mount Street, Nottingham, NG1 6HH or telephoning 01476 585832 (8am – 5pm, Mon – Fri).

We will never sell your personal data to anyone and only share information when absolutely necessary and when it's privacy and security are guaranteed.

Questions?

Any questions you have in relation to this policy or how we use your personal data should be sent to info@pad-store.co.uk , writing to The Data Protection Officer, PadStore Ltd, Cumberland Court, 80 Mount Street, Nottingham, NG1 6HH or by telephoning 01476 585832 (8am – 5pm, Mon – Fri).

2. ABOUT US

Your personal data (i.e. any information which identifies you, or which can be identified as relating to you personally) will be collected and used by PadStore Ltd (company registration no. 10846527). PadStore is registered at Cumberland Court, 80 Mount Street, Nottingham, NG1 6HH. For the purposes of data protection law, PadStore will be the controller.

3. WHAT INFORMATION WE COLLECT

Personal data you provide

We collect data you provide to us. This includes information you give when making an enquiry, placing a booking / order or communicating with us. For example:

- personal details (name, email, address, telephone numbers etc.) when you contact us for a quote, further information or a booking / reservation
- financial information (payment information such as credit/debit card or direct debit details. Please see section 8 for more information on payment security);

Information created by your involvement with PadStore

Your activities and involvement with PadStore will result in personal data being created. This could include details of items you have in store, how long you intend to store with us and what the circumstances of your stay with us are.

Information from third parties

We sometimes receive personal data about individuals from third parties. For example, we may collect information from social media where you have given us permission to do so, or if you post on one of our social media pages.

We may share your information with a third party, who can provide you with a complimentary service. For example, a supplier of packaging and removal services. We will only pass on your details if we have gained your consent. **Section 4 (Disclosing and sharing data)** contains more information about how we share information.

Sensitive personal data

We do not normally collect or store sensitive personal data. However, there are some situations where this will occur (e.g. if you have an accident on one of our sites). If this does occur, we'll take extra care to ensure your privacy rights are protected. This type of data is held securely away from our main customer database.

Accidents or incidents

If an accident or incident occurs on our property, at one of our events or involving one of our staff then we'll keep a record of this (which may include personal data and sensitive personal data).

3. HOW WE USE INFORMATION

We only ever use your personal data, where it is necessary in order to:

- enter into, or perform, our contract with you
- comply with a legal duty
- protect your vital interests
- for our own (or a third party's) lawful interests, provided your rights don't override these.

In any event, we'll only use your information for the purpose or purposes it was collected for (or else for closely related purposes):

Marketing

We use personal data to communicate with people, to promote PadStore and to ensure that we are delivering effective services. This may include keeping you up to date with our news, industry news, new technologies and business critical information. For further information on this please see **Section 5 (Marketing)**.

Administration

We use personal data for administrative purposes (i.e. to carry out our purpose of providing secure storage services). This includes:

- administering your account
- sending you requested product or service information
- receiving payments (e.g. direct debits or credit-card payments)
- maintaining databases of our customers and potential customers, who we believe can legitimately benefit from our business services
- performing our obligations under the terms and conditions of our contracts
- fulfilling orders for goods or services
- helping us respect your choices and preferences (e.g. if you ask not to receive marketing material, we'll keep a record of this)

Internal research and analysis

We may use your information to provide you with better products or services. We may also contact you for market research purposes. This may be by email, phone or mail. We may use the information to customise the website according to our customers' interests. We may also use this information to help us provide a better experience (e.g. through more relevant communications).

Customer research and profiling

We evaluate, categorise and profile personal data in order to tailor materials, services and communications (including targeted advertising) and to prevent unwanted material from filling up your inbox. This also helps us understand our customers and improve our organisation. Further information on profiling can be found in **Section 6 (Research and profiling)**.

4. DISCLOSING AND SHARING DATA

We will never sell your personal data. We may contact you with information about our affiliates, or third-party products and services, but these communications will always come from PadStore and are usually incorporated into our own marketing materials (e.g. advertisements or letters).

With your permission, we may share personal data with subcontractors or suppliers who provide us with services. For example, removal firms. However, these activities will be carried out under a contract which imposes strict requirements on our supplier to keep your information confidential and secure.

5. MARKETING

We sometimes send customers and potential customers marketing information that is of legitimate interest. We share this information in order to provide customers with relevant products and services. We allow customers to easily opt-out of marketing communications, should our services and products no longer be relevant. This includes all our marketing communications (the term marketing is broadly defined and, for instance, covers information about PadStore as a company and the services we provide).

This means you'll have the choice as to whether you want to receive messages that are not related to an existing service that we deliver for you. You are also able to select how you want to receive information, by stating your preference (post, phone, email, text).

You can decide not to receive communications or change how we contact you at any time. If you wish to do so please contact our team by emailing info@pad-store.co.uk , writing to us at PadStore Ltd, Cumberland Court, 80 Mount Street, Nottingham, NG1 6HH or telephoning 01476 585832 (8am – 5pm, Mon – Fri).

What does 'marketing' mean?

Marketing does not just mean offering things for sale, but also includes news and information about:

- our company and services
- our events and activities
- relevant industry information
- advances and changes in technology that could affect you and or your business
- changes in government policy
- products, services and offers (our own, and those of third parties which may interest you).

When you receive a communication, we may collect information about you, respond to or interact with that communication and this may affect how we communicate with you in future.

Newsletters and brochures

Newsletters and brochures are provided as a benefit to our customers. We send these out to relevant customers and potential customers (unless you specifically ask us not to) and you can choose to unsubscribe from our newsletters and brochures.

6. RESEARCH AND PROFILING

This section explains how and why we use personal data to build profiles which enable us to understand our customers, improve our relationship with them, and provide a better customer experience.

Analysis and grouping

We analyse our customer information to determine common characteristics and preferences. We do this by assessing various types of information including behaviour (e.g. previous responses) or demographic information (e.g. location).

By grouping people together on the basis of common characteristics, we can ensure that group is provided with communications, products, and information which is most important to them. This helps prevent your inbox from filling up, and also means we only contact people with information which is relevant to them.

Anonymised data

We may aggregate and anonymise personal data so that it can no longer be linked to any particular person. This information can be used for a variety of purposes, such as identifying trends or patterns within our existing customer base. This information helps inform our actions and improve our campaigns, products and service.

8. HOW WE PROTECT DATA

We employ a variety of physical and technical measures to keep your data safe and to prevent unauthorised access to or use or disclosure of your personal information.

Electronic data and databases are stored on secure computer systems and we control who has access to information (using both physical and electronic means). Our staff receive data protection training and we have a set of

detailed data protection procedures which personnel are required to follow when handling personal data.

Payment security

If you use a credit card to make a payment, we only use these details for that payment and any copies of detail are then immediately destroyed. For your information, we do not have direct access to payment details that are provided when setting up a Direct Debit Mandate with us and used to pay for our products and services via GoCardless. PadStore complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council and will never store card details.

Of course, we cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email or our website) are at the user's own risk.

CCTV

Our premises have 24/7 CCTV surveillance and recording in place and you will be recorded when you visit them. CCTV is there to help provide security and to protect both you and PadStore. CCTV will only be viewed when necessary (e.g. to detect or prevent crime) and footage is only stored temporarily before being recorded over, unless it is flagged for review.

PadStore complies with the Information Commissioner's Office CCTV Code of Practice, and we put up signs / notices so you know when CCTV is in use.

9. DATA STORAGE

Where we store information

PadStore's operations are based in the UK and we store our data within the European Union. Some organisations which provide services to us may transfer personal data outside of the EEA, but we'll only allow them to do if your data is adequately protected and where absolutely necessary.

For example, some of our systems use Microsoft products. As a US company, it may be that using their products result in personal data being transferred to or are accessible from the US. However, we'll allow this, where necessary, as we are certain personal data will still be adequately protected (as Microsoft is certified under the USA's Privacy Shield scheme).

Data retention

We will retain your information for as long as your account with us is active, your information is needed to provide you with our services, to fulfil our legal obligations, or for so long as it is required for the purposes it was collected for.

If you wish to delete your account or request that we no longer use your information to provide you with our services then please contact us at info@pad-store.co.uk . We will respond to your request within 30 days. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

How long we store information

If you ask us not to send you marketing emails, we will stop storing your emails for marketing purposes (though we'll keep a record of your preference not to be emailed).

We continually review what information we hold and delete what is no longer required. We never store payment card information.

10. KEEPING YOU IN CONTROL

We want to ensure you remain in control of your personal data. Part of this is making sure you understand your legal rights, which are as follows:

- the right to confirmation as to whether or not we have your personal data and, if we do, to obtain a copy of the personal information we hold (this is known as a subject access request)
- the right to have your data erased (though this will not apply where it is necessary for us to continue to use the data for a lawful reason)
- the right to have inaccurate data rectified
- the right to object to your data being used for marketing or profiling; and
- where technically feasible, you have the right to personal data you have provided to us which we process automatically on the basis of your consent or the performance of a contract. This information will be provided in a common electronic format.

Please keep in mind that there are exceptions to the rights above and, though we will always try to respond to your satisfaction, there may be situations where we are unable to do so.

You have the right to access and correct or delete your personal information and privacy preferences at any time. If you would like further information on your rights or wish to exercise them, please email us at info@pad-store.co.uk write to The Data Protection Officer, PadStore Ltd, Cumberland Court, 80 Mount Street, Nottingham, NG1 6HH or telephone 01476 585832 (8am – 5pm, Mon – Fri).

Complaints

You can complain to PadStore directly by contacting our data protection officer using the details set out above. If you wish to make a complaint which

does not directly relate to your data protection and privacy rights, you can do so in accordance with our company's complaint policy.

If you are not happy with our response, or you believe that your data protection or privacy rights have been infringed, you can complain to the UK Information Commissioner's Office which regulates and enforces data protection law in the UK. Details of how to do this can be found at www.ico.org.uk

11. COOKIES AND LINKS TO OTHER SITES

Cookies

Our website uses local storage (such as cookies) to provide you with the best possible experience and to allow you to make use of certain functionality (such as being able to shop online).

Links to other sites

Our website contains hyperlinks to other websites. We are not responsible for the content or functionality of any of those external websites (but please let us know if a link is not working by using the 'Contact us' link at the top of the page).

If an external website requests personal information from you (e.g. in connection with an order for goods or services), the information you provide will not be covered by PadStore's privacy policy. We suggest you read the privacy policy of any website before providing any personal information.

When purchasing goods or services from us you will be entering into a contract with us. Our Terms and Conditions of storage are available on our website or at <https://irp-cdn.multiscreensite.com/7518c4e5/files/uploaded/Website%20Terms%20%26%20Conditions.pdf>

12. CHANGES TO THIS PRIVACY POLICY

We'll amend this privacy policy from time to time to ensure it remains up-to-date and accurately reflects how and why we use your personal data. The current version of our privacy policy will always be posted on our website.

This privacy policy was last updated on 24.05.2018.