

Privacy Notice

Privacy Policy

At APM Fire and Security we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information about people who contact us through many different communication channels, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this Policy occasionally to ensure that you're happy with any changes – the most up-to-date copy being found on our website at www.apmfireandsecurity.com. By contacting us you are agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to info@apmfireandsecurity.com or by writing to Unit 8, Twigworth Court Business Centre, Twigworth, Gloucester, GL2 9PG.

Who are we?

We are APM Fire and Security Limited, a designer, installer and maintainer of fire and intruder detection and alarm systems and other security related systems and installer and maintainer of fire extinguishing equipment. APM Fire and Security is a Limited company registered in England and its company registration number is 8890028. The registered address is Unit 8, Twigworth Court Business Centre, Twigworth, Gloucester, GL2 9PG, UK.

For the purposes of the Data Protection Act 2018, APM Fire and Security Limited is the Data Controller.

How do we collect information from you?

We obtain information about you when you contact us though one of several sources including (but not limited to):

- Telephone call.
- Our website (when you use our Contact Us page).
- Social media (when you send us a direct message).
- Email.
- Fax.
- Exhibition / Trade show enquiries.
- Business networking groups enquiries.
- A customer who has nominated you and requested your permission to be an alternative contact for a monitored system in the event of a system activation.

What type of information is collected from you?

The personal information we collect might include your name, address, telephone (and/or mobile) numbers, email address and system information or requirements. If you are paying for a service by debit/credit card we will

also ask for your relevant card details, however these are not stored/retained following a successful/unsuccessful transaction.

How is your information used?

We may use your information to:

- Supply a quotation you have requested.
- Provide details of our products and services at your request.
- To carry out our obligations arising from any contracts entered into by you and us.
- To carry out our billing/invoicing process.
- Seek your views or comments on the services we provide.
- Notify you of changes to our services.
- Send you communications which you have requested and that may be of interest to you. These may include information about campaigns, new products and services from ourselves, advice and other information relevant to your relationship with us.
- Process a job application.

Our lawful basis' for processing your information as required by the GDPR and DPA are:

- Consent (where you have provided your personal information for us to be able to contact you about information from us. Consent may be withdrawn by you at any time).
- Contract (where we require the use of your personal information to fulfil our contractual obligations to you or you have asked us to provide you with information prior to entering into a contract with us).
- Legitimate interest (where you have provided us your personal information and it is required by local authorities (including, but not limited to the Police, Fire Brigade, HSE) for the purposes of their investigations into events for which they are involved and relates specifically to systems for which we have designed, installed, commissioned and maintained.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of VAT) or obligations that are set by our regulating body the National Security Inspectorate (NSI). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or for as long as you require any monitoring and maintenance contracts you hold with us. Your personal information will be destroyed (hard copy or electronic) securely where no longer required to perform our duties.

Who has access to your information?

Employees of APM Fire and Security with the express purpose of managing our relationship with you for the design, supply, installation, commissioning and on-going maintenance and monitoring services. (All APM Fire and Security employees are required to successfully complete security screening to British Standard BS7858 prior to permanent employment with the company).

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Product Providers we work in association with: We work closely with various third-party product providers to bring you a range of services to enhance fire and security systems and services provided by ourselves

or other similar service providers to us. The third-party providers we use in relation to these additional services include (but not limited to):

- Local Police Constabulary - for the provision of police-response systems.
- Monitoring stations - for the purposes of providing you notification when your system activates.
- National Security Inspectorate – for the purposes of providing certification of systems and auditing of ourselves.
- Specialist service providers – where requested by you or required to fulfil our obligations to you, but managed by ourselves.
- National Security Screening Association – for security screening potential and/or new employees.
- MailChimp – for service updates to all customers via email.

When you enquire about or purchase one or more of our services that require the support of a relevant third-party provider, we will use your details to provide the third-party with only the relevant information they require to carry out their activities / obligations to you. In some cases, they will be acting as a data controller of your information and therefore we advise you to read their Privacy Policy.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms and conditions or to protect the rights, property or safety of our employees and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Your choices

You have a choice about whether or not you wish to receive additional information from us and by which communication route. You can select your choices by ticking the relevant boxes situated on the form on which we collect your information or other personal information collection process.

We will not contact you for marketing purposes by post, email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes if you haven't provided your consent to be contacted (opt-in). You can change your marketing preferences at any time by contacting us by email at info@apmfireandsecurity.com or telephone on 01452 234111.

How you can access and update your information

The accuracy of your information is important to us. If you make changes to any of the information we hold about you or any of the information we hold is inaccurate or out of date, please email us at: info@apmfireandsecurity.com, or write to us at: APM Fire and Security Limited, Unit 8, Twigworth Court Business Centre, Twigworth, Gloucester, GL2 9PG, UK. Alternatively, you can telephone 01452 234111.

You have the right to ask for a copy of the information APM Fire and Security hold about you.

Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it's treated securely. All personal details are stored in our secure server which is backed up via an encrypted transmission to a storage location provided and managed by Microsoft (for the purposes of the company's disaster recovery procedure). Like with all data transfer

routes we cannot guarantee this to be 100% secure. In addition, all personal information transferred within the company for the purposes of fulfilling our obligations to you (such as providing our Engineers with your details to enable them to complete their duties) is kept as secure as reasonably possible.

Likewise, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

Where you provide the company with a password for remotely monitored systems, you are also responsible for keeping this password confidential. We ask you not to share your password with anyone (with exception of your nominated contacts for remote monitoring purposes).

Use of 'cookies' when visiting our website

Like many other websites, the APM Fire and Security website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. This helps us to improve our website and deliver a better more personalised service to each visitor.

It is possible to switch off cookies by setting your browser preferences. Consult the help function of your chosen browser in order to do this. Turning cookies off may result in a loss of functionality when using our website.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

Transferring your information outside of Europe

APM Fire and Security operates within the UK and Europe only. Therefore, and ensured by the company, all data is kept inside Europe.

Review of this Policy

We keep this Policy under regular review. This Policy was last updated May 2018.

ENDS