



What is GDPR?

Effective 25th May 2018 the Global Data Protection Regulations (GDPR) largely replaces the Data Protection Act (1998) and, even though it's an EU regulation, it will apply equally after Britain leaves the EU. In essence GDPR helps to protect the information you provide to a company such as ours and prescribes what we can and can't do with your personal data when you provide it to us. GDPR is complex but, put simply, the key messages are:

- We will only ask for and retain personal information that is absolutely required in order for us to work with you and keep you informed.
- We will store your information securely and report any data breaches to the Information Commissioner's Office in accordance with their requirements.
- You have a right to request a copy of any or all information we may hold about you.
- We will only store data for a limited time.
- We will not use your personal data to send you promotional or marketing information unless you have expressly opted-in to that service.
- We will use your data for the purposes of conducting day-to-day business with you unless you expressly ask us not to.
- You may request at any time that we expunge all data we may have about you unless to do so would breach other legal or legislative obligations on our part.

You can read more about GDPR on the Information Commissioner's Office website at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>