

Jackson Fire & Security Privacy Policy

GDPR

Under GDPR, we have a legal duty to protect any personal information we collect from you. We use leading technologies and encryption software to safeguard your data, and keep strict security standards to prevent any unauthorised access to it. We do not pass on your details to any third party.

Your rights

Under GDPR, you have rights as an individual which you can exercise in relation to the information we hold about you. These are;

- a right of access to a copy of the information comprised in their personal data;
- a right to object to processing that is likely to cause or is causing damage or distress;
- a right to prevent processing for direct marketing;
- a right to object to decisions being taken by automated means;
- a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; and
- a right to claim compensation for damages caused by a breach of the Act.

You can read more about these rights [here](#).

Visitors to our website

When someone visits www.jacksonfire.co.uk we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in an anonymous way which does not identify anyone individually. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be open about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

Use of cookies

Cookies are small text files sent to your computer or mobile device by the websites that you visit. They help make websites work better and provide information to the owners of the site. For instance, we use Google Analytics cookies to track users' behaviour whilst on the site. By understanding how people use our site, we can improve the navigation and content to better meet people's needs. The information collected by Jackson Fire & Security includes

IP address, pages visited, browser and operating system. The data will not be used to identify any user personally. You can read more about our cookie policy [here](#).

What information do we collect?

We monitor user activity to enhance content provided on this site. This website uses Google Analytics, a web analytics service provided by Google Inc. ('Google'). Google Analytics uses cookies and JavaScript code to help analyse user activity on websites. The information generated about your use of the website (including your anonymised IP address) will be transmitted to and stored on Google servers in the United States.

Google will use this information to produce user activity reports for this website. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

Google will not associate your IP address with any other data previously held. You may refuse the use of cookies by selecting the appropriate settings on your browser. Please note that if cookies are disabled, you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Read [Google's Privacy Policy](#) and [Google's Terms of Service](#) for detailed information.

Your interaction with this website

Online Forms

We use online forms to collect data for enquiries in relation to our services. We store this in our CRM system and we will hold this information until you tell us to remove it and all data gathered is reviewed after a period of 5 years. We will send 6 monthly refresher emails to ensure you are happy to continue receiving our communications.

WordPress

We use a third-party service, WordPress.com, to publish our blogs. These sites are hosted at WordPress.com, which is run by Automatic Inc. We use a standard WordPress service to collect anonymous information about users' activity on the site, for example the number of users viewing pages on the site, to monitor and report on the effectiveness of the site and help us improve it. WordPress requires visitors that want to post a comment to enter a name and email address. For more information about how WordPress processes data, please see Automatic's [Privacy Policy](#).

People who contact us via social media

We use a third-party provider, Hootsuite to manage our social media interactions.

If you send us a private or direct message via social media the message will be stored by Hootsuite for three months. It will not be shared with any other organisations.

People who email us

We use Microsoft Outlook to receive and send email communications and you can view their privacy policy [here](#).

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

Third-party data

We buy in third party business data relating to decision makers and budget holders in medium-to-large organisations in the UK. We contact this data to advise on their legal fire safety requirements and we have carried out a legitimate interests assessment in order to communicate with this data documented [here](#).

Latest guidance from the Information Commissioner says that legitimate interests may be the most appropriate basis when:

“the processing is not required by law but is of a clear benefit to you or others; there’s a limited privacy impact on the individual; the individual should reasonably expect you to use their data in that way; and you cannot, or do not want to, give the individual full upfront control (i.e. consent) or bother them with disruptive consent requests when they are unlikely to object to the processing.”

We will always send a welcome communication email with the opportunity to opt-out at any time. We will send 6 monthly refresher emails to ensure you are happy to continue receiving our communications. Through our third-party provider this data is re-licensed every 12 months to ensure accuracy and screened against our own data who have opted-out of our communications.

Complaints or queries

Jackson Fire & Security tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy policy was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of Jackson Fire & Security's collection and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below.

Links to other websites

This privacy policy does not cover the links within this site linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

Changes to this Privacy Policy

If this privacy policy changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures you are always aware of what information we collect and how we use it.

This privacy policy was last updated on 18th May 2018.

Feedback

We welcome your feedback. If you contact us asking for information, we may need to contact other departments within Jackson Fire & Security to find that information but we will endeavour to respond within 5 working days. If your question is technical, we may need to refer this to our IT support department.

We do not pass on any of your personal information when dealing with your enquiry, unless you have given us permission to do so. Once we have replied to you, we keep a record of your message for audit purposes.

How to contact us

If you want to request information about our privacy policy you can email us at info@jacksonfire.co.uk or write to:

Jackson Fire & Security

6 Queens Lane

Bromfield Industrial Estate

Mold

CH7 1JR