

Newburn Power Rental Quality Manual	Policy POL 160001	Page 1 of 12
Section: <b>Data Protection</b>	Subject Title: Privacy Notice for Website	
Prepared by: C E Bright	Original Date: 17 <sup>th</sup> November 2016	
Issued by: C E Bright	Revision Date: 3 <sup>rd</sup> May 2021	
Approved by: M Henstock	Annual Review Date: 3 <sup>rd</sup> May 2026	

### Policy:

Newburn Power Rental Limited needs to collect and use certain types of information about the Individuals who come into contact with Newburn Power Rental Limited in order to carry on our work.

This can include customers, suppliers, business contacts, employees and other people the organisation has a relationship with or may need to contact.

This personal information must be collected and dealt with appropriately whether it is collected on paper, stored in a computer database, or recorded on other material. This Privacy Notice describes how this personal data must be collected, handled and stored to meet the company's data protection standards and to comply with the Data Protection Act 1998, as amended by The General Data Protection Regulation (GDPR).

### Purpose:

Newburn Power Rental Limited (NPR) are registered on the public register of data controllers maintained by the Information Commissioner. We are committed to protecting your privacy. We take our responsibilities to secure your personal information very seriously. Under the Data Protection Act 1998, as amended by the General Data Protection Regulation (GDPR), we follow strict security procedures in the storage and disclosure of information which you give to us and we are committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data we collect will be processed by us. Please read this privacy policy carefully to understand our views and practices and your rights regarding your personal data. By visiting [www.newburnpowerrental.com](http://www.newburnpowerrental.com) your personal information will be processed as described in this policy.

## Responsibility:

Newburn Power Rental Limited is the Data Controller under the Act, which means that it determines what purposes personal information held will be used for.

Everyone who works for or with Newburn Power Rental Limited has some responsibility for ensuring data is collected, stored and handled appropriately. Each person that handles personal data must ensure that it is handled and processed in line with this policy and data protection principles.

The Board of Directors is ultimately responsible for ensuring that Newburn Power Rental Limited meets its legal obligations.

For the purpose of administration and accountability, Newburn Power Rental Limited has nominated Carole Bright as the data protection officer responsible for data protection compliance. If you have any queries, complaints or request please contact our DPO at [info@npr-uk.com](mailto:info@npr-uk.com) or +44 (0)845 077 6693.

## Key Elements:

### WHAT INFORMATION DO WE COLLECT FROM YOU?

We will collect and process the following data about you:

- **Information you give us.** For example, many of our services require you to complete a contact us and/or application form. When you do, we will ask you for personal information like your name, address, email address, job role and phone number to store with your account in our database.
- We also process the kinds of information described above when corresponding by phone, email, in person or otherwise. If we collect personal data directly from data subjects, we will inform you about the purpose or purposes and legal basis for which we intend to process that personal data, and the specific legitimate interest relied upon if that is the legal basis for processing.
- **Information we collect from any open source.** When we gather information from active directories or social media channels we become the data controller and are responsible for ensuring your Personal Data rights are kept in high regard and take account of these rights. We will collect information like, name, role, email address and phone number and as soon as we obtain your personal data we will handle it as if acquired directly from the data subject (see above).
- **Information we collect when you call us.** If you call us we will collect your name, your telephone number and we may request other data.
- **Information we collect from your use of our site.** Technical information, such as internet protocol (IP) address used to connect your device to the internet, whereabouts

you connect to our service, your internet service provider (ISP), and what type of device you are using to access our service.

- **Information we collect throughout our relationship.** When we receive communication from you, we store details against your account in our CRM database. Outlook, hire or accounting software. This normally contains the identity of the communication and any other individuals involved in the activity. It may also include customer service/account information.
- **Information we collect through Customer Surveys.** We may send you customer surveys and capture feedback. This may include your name, email address and job role. We collect this to form educated opinions on how we should develop our product (s) or service (s) moving forward.

#### WHY DO WE COLLECT THIS INFORMATION?

We use this information in the following ways:

- in order to take steps necessary to assess whether we can enter into a contract with you and in order to perform our contract with you. This includes carrying out our obligations to you and providing you with our product and services
- for the purpose of improving our service to you, to ensure that content from our site is presented in the most effective manner for you and for your device
- to deal with any legal queries relating to your use of our service
- to provide you with **service communications** so that you receive full and functional service and so we can perform our obligations to you. These may be sent by email, post or by phone. These will include notifications about changes to our service
- to provide you with **marketing communications** including, with your permission, information about other goods and services we offer that you have already enquired about
- improve the quality of our services or products and develop new ones

#### INFORMATION WE COLLECT FROM YOUR USE OF OUR WEBSITE

We will only use this information for the following purposes:

- To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes
- To improve our site to ensure that content is presented in the most effective manner for you and for your site
- Help our services deliver more useful, customized content such as more relevant search results

- Improve security by protecting against fraud and abuse
- Conduct analytics and measurement to understand how our services are used
- To measure or understand the effectiveness of advertising we serve to you and others

### INFORMATION WE COLLECT THROUGHOUT OUR WORKING RELATIONSHIP

We will use this information to help us provide you with our services as well as products that will add additional value to your business.

### INFORMATION WE RECEIVE FROM OTHER SERVICES

See the 'Who might we share your information with?' section below for details of how we use information in conjunction with our associated third parties.

We process personal information for certain legitimate business purposes which include some of the follow:

- To identify decision-makers that have a legitimate interest in our product and service.

Whenever we process data for these purposes we will ensure we always keep your Personal Data rights in high regard and take account of these rights. You have the rights to object to this processing if you wish, to do so please [click here](#). Please keep in mind that if you are to object to this, then it will affect our ability to carry out tasks above for your benefit.

### HOW LONG DO WE RETAIN YOUR INFORMATION?

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Where personal information is held for people who are not yet customers but have requested to be contacted, the information will be held for as long as it is necessary to ensure effective communication. If we learn that it is no longer obligatory to make contact with you then your information will be removed from our database within 36 months.

User and events data held in Google Analytics which is associated with cookies, user identifiers, or advertising identifiers, will be kept for 38 months and automatically deleted.

### WHO MIGHT WE SHARE YOUR INFORMATION WITH?

You agree that for the purposes set out in the 'Why do we collect this information?' section above, we have the right to share your personal information with:

- Selected associated third parties, some of whom we appoint to provide service, which may include, business partners, subsidiaries, suppliers and sub-contractors for the performance of any contract we enter into with you
- analytics and search engine providers in order to receive feedback and improve our services

Additionally, we will disclose your personal information to a relevant third party,

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or asset
- If we are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of our customers, our Regulator or others. (This includes exchanging information with other companies and organisations for the purposes of fraud protection and prevention of money laundering and credit risk reduction)

#### HOW IS YOUR DATA STORED AND KEPT SECURE?

We have put in place measures to protect the security of your information. Third parties will only process your personal information on our instructions and where they have agreed to treat the information confidentially and to keep it secure.

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

We may transfer your data outside of the European Economic Area ("EEA"). We will only do so if adequate protection measures are in place in compliance with data protection legislation. We use industry standard encryption technologies if this is required.

#### YOUR RIGHTS

Where processing of your personal data is based on consent, you can withdraw that consent at any time.

You have the following rights, which you may exercise these at any time by contacting us at Unit 36, Lidgate Crescent, South Kirkby, Pontefract, WF9 3NR or by email to [info@npr-uk.com](mailto:info@npr-uk.com). You have the right to:

- to ask us not to process your personal data for marketing purposes. We will inform you (before collecting your data) if we intend to use your data for such purposes or if we disclose your information to any third party for such purposes
- to ask us not to process your personal data where it is processed on the basis of legitimate interests provided that there are no compelling reasons for that processing
- to ask us not to process your personal data for scientific or historical research purposes, where relevant, unless processing is necessary in the public interest
- to request from us access to personal information held about you
- to ask for the information we hold about you to be rectified if it is inaccurate or incomplete
- to ask for data to be erased provided that the personal data is no longer necessary for the purpose for which it was collected, you withdraw consent (if the legal basis for processing is consent), you exercise your rights to object, set out below, and there are no overriding legitimate ground for processing, the data is unlawfully processed, the data needs to be erased to comply with the legal obligation or the data is children's data and was collected in relation to an offer of information society services
- to ask for the processing of that information to be restricted if the accuracy of that data is contested, the processing is unlawful, the personal data is no longer necessary for the purposes for which it was collected or you exercise your right to object (pending verification of whether there are legitimate grounds for processing)
- to ask for data portability if the processing is carried out by automated means and the legal basis for processing is consent or contract

Should you have any issues concerns or problems in relation to your data, or wish to notify us of data which is inaccurate, please let us know by contacting us using the contact details above. In the event that you are not satisfied with our processing of your personal data, you have the right to lodge a complaint with the relevant supervisory authority, which is the Information Commissioner's Office (ICO) in the UK, at any time. To contact the ICO you can call 0303 123 1113.

## COOKIE POLICY

We use cookies and similar technology to distinguish you from others users of our site. This helps us to provide you with a good experience when you use our site and also helps us to improve the user experience.

Like most websites, we use cookies for a variety of purposes to improve your online user experience, for analytics and for marketing, but specifically we use Cookies on our site for the following purposes:

<b>Strictly Necessary Cookies</b>	Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.
<b>Analytical/ Performance Cookies</b>	We use cookies to analyse user activity. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are able to find what they are looking for easily.
<b>Functional Cookies</b>	These are used to recognise you when you return to our website. This enables us to personalise our content for you and remember your preferences.

You can find more information about the individual cookies we use and the purpose for which we use them in the table below:



Cookie Name	Type	Purpose	Expires
__cfduid	Https	Used by the content network, Cloudflare, to identify trusted web traffic.	1 year
collect	Universal Analytics (Google)	These cookies are used to track users across marketing channels and devices. They are used to send data to Google Analytics. <a href="#">Read Google's overview of privacy and safeguarding data.</a>	sessions
_ga	Universal Analytics (Google)	These cookies are used to collect information about how visitors use our website and Customer Portal. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited. <a href="#">Read Google's overview of privacy and safeguarding data.</a>	2 years
_gat	Universal Analytics	Used by Google Analytics to throttle request rate. <a href="#">Read Google's overview of privacy and safeguarding data.</a>	sessions



	(Google)		
<b>_gid</b>	Universal Analytics (Google)	These cookies are used to collect information about how visitors use our website and Customer Portal. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited. <a href="#">Read Google's overview of privacy and safeguarding data.</a>	sessions
<b>__utma</b>	Universal Analytics (Google)	These cookies collect data on the number of times a user has visited our website and portal as well as dates for the first and most recent visit. They are used by Google Analytics.	2 years
<b>__utmb</b>	Universal Analytics (Google)	Registers a timestamp with the exact time of when the user accessed our website or Customer Portal. These cookies are used by Google Analytics to calculate the duration of a website visit.	Session
<b>__utmc</b>	Universal Analytics	Registers a timestamp with the exact time of when the user leaves our website or Customer Portal. These cookies are	Session

	tics (Google)	used by Google Analytics to calculate the duration of a website visit.	
<b>__utmz</b>	Universal Analytics (Google)	These cookies collect data on where the user came from, what search engine was used, what link was clicked and what search term was used. They are used by Google Analytics.	6 months
<b>gwcc</b>	Google AdWords Call Tracking	These cookies are used to track call conversions that came to our website or Customer Portal via a paid advert in Google.	3 months
<b>vuid player</b>	Vimeo Cookies	We embed videos from our official Vimeo channel which saves the user's preferences when playing embedded videos from Vimeo. Read more at <a href="https://vimeo.com/cookie_policy">[Vimeo's Cookie Policy Page.](https://vimeo.com/cookie_policy)</a>	Vuid 2 years Player 1 year
<b>PREF VISITOR_INF O1_LIVE YSC</b>	YouTube Cookies	We embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for	PREF 8 months VISITOR_INF O1_LIVE 179

		<p>playbacks of embedded videos using the privacy-enhanced mode. Read more at <a href="https://support.google.com/youtube/answer/171780?hl=en-GB">[YouTube's embedding videos information page.](https://support.google.com/youtube/answer/171780?hl=en-GB)</a></p>	<p>days YSC Session</p>
--	--	---	-----------------------------

### HOW DO I CHANGE OR DISABLE COOKIES?

You can block cookies using the options in your web browser if you do not wish to receive a cookie or if you wish to set your browser to notify you when you receive a cookie. You can easily delete and manage any cookies that have been installed in the cookie folder of your browser by following the instructions provided by your particular browser manufacturer.

[Google Chrome](#)  
[Internet Explorer](#)  
[Mozilla Firefox](#)  
[Safari \(Desktop\)](#)  
[Safari \(Mobile\)](#)  
[Android Browser](#)  
[Opera](#)  
[Opera Mobile](#)

However, if you do block all cookies (including essential cookies) you may not be able to use all or parts of our site.

### CHANGES TO OUR COOKIE POLICY

We review our Cookie policy regularly and from time to time, it may be necessary for us to change our cookie policy. Any changes to the policy will be updated to our website.

### CONTACT US

Questions, comments and requests regarding this policy are welcomed and should be addressed to Newburn Power Rental Limited, Unit 36, Lidgate Crescent, Langthwaite Business Park, South Kirkby, Pontefract, West Yorkshire, WF9 3NR or [info@npr-uk.com](mailto:info@npr-uk.com) or you can telephone us on +44 (0)845 077 6693.

This website is owned and operated by Newburn Power Rental Limited.

**Related Documents:**

Document name	Document code
Documents and Records Retention Procedure	POL 160023
Data Protection Policy	POL 160027
Privacy Notice for Employees and Contractors	POL 160028