PENTON CRANING LIMITED
PRIVACY NOTICE

Company number: 06048751 | VAT number: 354125126

This Privacy Notice explains how Penton Craning Limited ("Penton Craning", "we", "us" or "our") collects, uses, stores and shares personal data when you contact us, use our services, visit our premises or use our website, www.pentoncraning.co.uk. We are committed to protecting your privacy and handling your personal data in accordance with applicable data protection law, including the UK GDPR and the Data Protection Act 2018.

Who are we?

Penton Craning Limited is a company registered in England and Wales under company number 06048751. Our business address is Penton Hook Marina, Staines Road, Chertsey, Surrey, KT16 8PY. Our VAT registration number is 354125126.

For questions about this Privacy Notice or the personal data we hold about you, please contact us using the contact details published on www.pentoncraning.co.uk or write to us at the address above. Please insert and maintain a monitored privacy contact email address and telephone number before publication.

What is the purpose of this Privacy Notice?

This Privacy Notice describes the personal data we collect, how and why we use it, who we may share it with, how long we keep it and the rights available to you.

What personal data do we collect?

Personal data is information about an identifiable individual. Depending on your dealings with us, we may collect and keep records of the following categories:

Identity Data, such as your name, title and, where relevant, job title or business role.

Contact Data, such as your postal address, email address and telephone numbers.

Financial Data, such as bank account and payment details where needed to take or make payments.

Transaction Data, such as details of enquiries, bookings, lifting or launching services, storage, invoices, payments and services supplied.

Technical Data, such as IP address, browser type and version, time zone, operating system and information about the device used to access our website.

Profile Data, such as your service history, preferences, feedback and survey responses.

Usage Data, such as information about how you use our website and online services.

Marketing and Communications Data, such as your preferences for receiving marketing from us and your communication preferences.

Health and Safety or Incident Data, where relevant to an accident, injury, safety matter or access to our premises.

Please tell us if your personal information changes or is inaccurate so that we can keep our records up to date.

How do we collect your personal data?

We may collect personal data through the following methods:

Direct interactions: you may provide information when you contact us by telephone, email, post, in person, through our website, or by completing a form. This includes when you request a quotation, make a booking, use our craning, lifting, launching or storage services, ask for information, provide feedback or subscribe to communications.

Automated technologies: when you use our website, we may collect technical and usage information through cookies, server logs and similar technologies, subject to your cookie choices and applicable law.

Third parties and public sources: we may receive information from payment providers, insurers, marinas, contractors, service providers, business contacts and publicly available sources where relevant to providing our services or meeting our legal obligations.

How do we use your personal data?

We will only use your personal data where the law allows us to. Common lawful bases include:

Contract: where processing is necessary to provide a quotation or perform a contract for services with you.

Legitimate interests: where necessary to operate and improve our business, administer customer relationships, maintain records, protect our premises and equipment, manage enquiries and promote our services, provided your rights do not override those interests.

Legal obligation: where we need to comply with legal, tax, accounting, health and safety or regulatory requirements.

Consent: where we rely on your consent, for example for certain direct marketing communications or non-essential cookies. You can withdraw consent at any time.

Examples of how we may use personal data include:

To register and manage you as a customer or prospective customer.

To respond to enquiries, provide quotations and arrange craning, lifting, launching, storage and related services.

To manage bookings, access arrangements, service records, payments, fees and charges, and to recover money owed to us.

To communicate with you about your booking, the services being provided, changes to our terms or this Privacy Notice, and customer support matters.

To liaise with insurers, marinas, contractors, engineers, suppliers and other service providers where this is necessary to provide or administer the services you have requested.

To manage health and safety, investigate incidents, assist in an emergency and protect customers, staff, visitors, vessels, premises and equipment.

To administer, maintain, secure and improve our business, website, systems and IT services, including troubleshooting, data analysis, testing and fraud prevention.

To understand how customers use our services and website and to develop our services and marketing.

To send relevant information about our services where permitted by law and in line with your marketing preferences.

Marketing

Promotional communications from us

We may use your Identity, Contact, Technical, Usage and Profile Data to understand which services or information may be relevant to you. We may send marketing where you have asked us for information, used our services or otherwise provided your details and have not opted out, where permitted by law.

Third-party marketing

We will not share your personal data with an unrelated third party for that third party's own direct marketing unless we have your permission or another lawful basis to do so.

Opting out

You can ask us to stop sending marketing messages at any time by using the unsubscribe facility in a message or contacting us. Opting out of marketing will not affect service-related or other communications that we need to send you.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another compatible purpose. If we

need to use your data for an unrelated purpose, we will explain the legal basis for doing so where required by law.

Who do we share your information with?

We require third parties who process personal data on our behalf to respect its security and handle it in accordance with applicable law. We may share relevant personal data with:

Our employees and authorised contractors who need the information to carry out their work.

Marina operators and site or facilities providers where necessary to arrange access or deliver services.

Insurers, insurance brokers and claims handlers where relevant to a service, incident or insurance matter.

Payment processors, banks and other financial service providers to process payments.

Suppliers, engineers, repairers, transport providers and other contractors involved in providing services requested by you.

IT, website hosting, data storage, communications and business system providers acting on our instructions.

Professional advisers, including accountants, auditors, lawyers and insurers.

HM Revenue & Customs, the Information Commissioner's Office, the Environment Agency, regulators, law enforcement and other public authorities where required or permitted by law.

A buyer, successor or other relevant party in connection with a sale, transfer or reorganisation of all or part of our business.

We only share the information that is reasonably necessary for the relevant purpose. We do not permit our service providers to use your personal data for their own purposes where they are acting as our processors.

International transfers of personal data

Some service providers may process personal data outside the United Kingdom. Where we transfer personal data internationally, we will ensure that an appropriate safeguard is in place as required by data protection law, such as a UK adequacy regulation or an approved contractual safeguard.

How do we keep your data secure?

We use appropriate technical and organisational measures to protect personal data against accidental loss, unauthorised access, use, alteration or disclosure. Access is limited to employees, agents, contractors and service providers who have a business need to know the information and who are subject to appropriate confidentiality obligations.

How long do we keep your personal data?

We keep personal data only for as long as reasonably necessary for the purposes for which it was collected, including to meet legal, accounting, tax, health and safety, reporting or insurance requirements and to establish, exercise or defend legal claims. Retention periods vary depending on the type of information and why we hold it.

Your legal rights

Under data protection law, you may have the right to:

Request access to the personal data we hold about you.

Request correction of inaccurate or incomplete personal data.

Request erasure of your personal data in certain circumstances.

Object to processing based on legitimate interests or to processing for direct marketing.

Request restriction of processing in certain circumstances.

Request transfer of certain personal data to you or another organisation in a commonly used, machine-readable format.

Withdraw consent where we rely on consent. This will not affect the lawfulness of processing carried out before consent was withdrawn.

These rights are subject to conditions and exemptions under data protection law. To exercise a right or ask a question about how we use your data, please contact us using the details on our website or write to us at Penton Craning Limited, Penton Hook Marina, Staines Road, Chertsey, Surrey, KT16 8PY.

Complaints

You have the right to complain to the Information Commissioner's Office (ICO) if you are unhappy with how we have used your personal data. The ICO can be contacted on 0303 123 1113 or through www.ico.org.uk. We would appreciate the opportunity to address your concerns first, so please contact us if you can.

Other websites

Our website may contain links to other websites. This Privacy Notice applies only to Penton Craning's website and services. When you follow a link to another website, please read that website's own privacy notice.

Changes to this Privacy Notice

We keep this Privacy Notice under review and may update it from time to time. Any changes will be published on www.pentoncraning.co.uk. Please check this page periodically for updates.