

Privacy Notice

Introduction

Premier Electrics is committed to protecting the privacy of our users and customers. This notice will explain how we collect your personal data, its use, storage, transfer, and security. We will also explain what rights you have in relation to how we process your personal data. It is important that you read this notice, together with any other privacy notice we may provide, so that you are aware of how and why we are processing your personal data.

The Company reserve the right to amend or update this privacy notice at any time.

Data Protection Principles

The GDPR sets out principles regarding the use of personal data that set the framework upon which data processing activities are conducted. As such, all personal data must:

- Be processed lawfully, fairly and in a transparent manner;
- Be collected for a specific, explicit, and legitimate purpose and not further processed in a manner which is incompatible with that purpose;
- Be adequate, relevant, and limited for what is necessary in relation to the purposes for which it is processed;
- Be accurate and where necessary, kept up to date. Every reasonable step must be taken to ensure that personal data that are inaccurate are erased and rectified without delay whilst having regard to the purposes for which they are processed;
- Be kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed;
- Be processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organisational measures.

Premier Electrics has relevant procedures in place in order to demonstrate accountability and compliance with each of the above principles which are set out in the Data Protection Act 2018 and General Data Protection Regulations. Full details of these procedures are set out in the Company GDPR Policy which is available upon request.

Data Collection

The personal data we collect from you may include the following:

- Name and contact information
- Preferences and user feedback
- Usage data and cookies

Legal Basis

Premier Electrics will only use your Personal Data if we have a valid reason for doing so. These reasons are known as our “legal basis for processing”. In certain circumstances we may ask for your explicit consent to process your information. At other times the Company may be required to process your information to enable us to fulfil our part of the contract we have with you.

There are circumstances where the Company may have a legitimate interest to process your personal data, for example to provide you with a service which you have requested. The Company will advise you of this at the point of collection. If you are not sure what the lawful basis for processing your information, or this information has not been provided to you please contact info@premierelectrics.com. We will respond to your request as soon as practicable.

Security of Data

Premier Electrics takes the security of your data seriously. The Company has internal procedures and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties. Full details of these procedures are set out in the Company GDPR Policy which is available upon request.

Data Sharing and Transfer

Premier Electrics may share your personal data with third parties for service provision, legal compliance or with your explicit consent. The personal data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (EEA), for the purposes described above. We will ensure suitable safeguards are in place to protect the privacy and integrity of your personal data in such circumstances.

Retention of Data

Premier Electrics will not keep personal data in a form which permits the identification of the data subject for longer than needed for the legitimate business purpose or purposes for which it was originally collected for.

Premier Electrics maintain retention guidelines to ensure personal data is deleted after a reasonable time for the purposes for which it was being held, unless a law requires that data be kept for a minimum time.

Premier Electrics will take all reasonable steps to destroy or erase from its systems all personal data that it no longer requires in accordance with all applicable records and retention policies. This includes requiring third parties to delete that data where applicable

Your rights

- **Right to Withdraw Consent:** If we are processing your personal data on the legal basis of consent, you are entitled to withdraw your consent at any time. However, the withdrawal of your consent will not invalidate any processing we carried out prior to your withdrawal and based on your consent.

- **Right of Access:** You can request a copy of the personal data we hold about you (a data subject access request).
- **Right to Rectification:** You have the right to request that we correct any inaccuracies in the personal data we hold about you and complete any personal data where this is incomplete.
- **Right to Erasure ('Right to be Forgotten'):** You have the right to request that your personal data be deleted in certain circumstances including:
 - The personal data is no longer needed for the purpose for which it was collected;
 - You withdraw your consent (where the processing was based on consent);
 - You object to the processing and there are no overriding legitimate grounds justifying us in processing the personal data (see Right to Object below); or
 - The personal data has been unlawfully processed.However, this right does not apply where, for example, the processing is necessary:
 - To comply with a legal obligation; or
 - For the establishment, exercise or defence of legal claims.
- **Right to Restriction of Processing:** You can ask that we restrict your personal data (i.e. keep but not use) where:
 - The accuracy of the personal data is contested;
 - The processing is unlawful but you do not want it erased;
 - We no longer need the personal data but you require it for the establishment, exercise or defence of legal claims; or
 - You have objected to the processing and verification as to our overriding legitimate grounds is pending.

We can continue to use your personal data:

- Where we have your consent to do so;
 - For the establishment, exercise or defence of legal claims;
 - To protect the rights of another; or
 - For reasons of important public interest.
- **Right to Data Portability:** Where you have provided personal data to us, you have a right to receive such personal data back in a structured, commonly used and machine-readable format, and to have those data transmitted to a third-party data controller without hindrance but in each case only where:
 - The processing is carried out by automated means; and
 - The processing is based on your consent or on the performance of a contract with you.
 - **Right to Object:** You have a right to object to the processing of your personal data in those cases where we are processing your personal data in reliance on our legitimate interests. In such a case we will stop processing your personal data unless we can demonstrate compelling legitimate interests which override your interests and you have a right to request information on the balancing test we have carried out. You also have the right to object where we are processing your personal data for direct marketing purposes.

- **Right to Complain:** We would encourage you to report any concerns to us in the first instance in order to reach resolution. However, you have the right to lodge a complaint with your local supervisory authority if you consider that the processing of your personal data infringes the GDPR.

If you wish to exercise any of your rights in this regard, please contact info@premierelectrics.com. We will respond to your request as soon as practicable.

We will respond to any valid requests within one month, unless it is particularly complicated, or you have made repeated requests in which case we will respond, at the latest, within three months. We will inform you of any such extension within one month of receipt of your request, together with the reasons for the delay.

You will not be charged a fee to exercise any of your rights unless your request is clearly unfounded, repetitive or excessive, in which case we will charge a reasonable fee in the circumstances or refuse to act on the request.