

PRIVACY NOTICE

INTRODUCTION

Welcome to Optimus Plus (Aberdeen) Limited privacy notice.

Optimus Plus (Aberdeen) Limited respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data and how the law protects you.

This version of our privacy notice was last updated May 2018.

1. IMPORTANT INFORMATION AND WHO WE ARE

PURPOSE OF THIS PRIVACY NOTICE

Privacy Notice

This privacy notice aims to give you information on how Optimus Plus (Aberdeen) Limited collects and processes your personal data. It is important that you read this privacy notice together with any other notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

Controller

Optimus Plus (Aberdeen) Limited is the Data Controller and responsible for your personal data (collectively referred to as “Optimus”, “we”, “us” or “our” in this privacy notice).

We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the data privacy manager using the details set out below.

Contact Details

If you have any questions about our privacy notice or the information we collect or use about you, please contact:

FAO Data Privacy Manager
Optimus Plus (Aberdeen) Limited
Ardent West

North Esplanade West
Aberdeen
AB11 5QH

Email: dataprotection@optimusaberdeen.com

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Changes to the Privacy Notice and Your Duty to Inform Us of Changes

On 25 May 2018 the General Data Protection Regulation (GDPR) will come into effect, and will apply to all handling of personal data across Europe. We may change this privacy notice from time to time in order to reflect the changes in the law and/or our privacy practices. We encourage you to check this privacy notice for changes whenever you visit our website - <http://www.optimusaberdeen.com/>

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

2. THE DATA WE COLLECT ABOUT YOU

We do not collect any personal information about individuals unless it is specifically and knowingly provided by them. If you decide to contact us or make use of personalised services (i.e. when you sign up for our email alerts (mailing list), send us an email enquiry, or apply online for a job vacancy we collect your personal information and use that information as required for us to provide the relevant service or handle your query.

Examples of the personal information we may collect include:

- name;
- email address;
- occupation;
- gender; and
- country

We may use that information to tell you about our latest news and financial information and to communicate with you or share information that you have asked for.

If you Fail to Provide Personal Data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services).

3. HOW IS YOUR PERSONAL DATA COLLECTED?

We may collect your personal data directly from you or from a variety of sources, including:

- a website enquiry;
- phone conversation with us;
- emails or letters you send to us;
- our online services such as our website and Social Media; and
- through the use of cookies and/or other similar technologies. For more information on cookies, please see our cookies section at the end of this privacy notice.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- where we need to perform the contract we are about to enter into or have entered into with you.
- where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- where we need to comply with a legal or regulatory obligation.

In certain circumstances, we may share your information with selected service providers who perform functions on our behalf such as providing IT, delivering our email alerts and other support and maintenance services that help us run the website. We require third parties to respect the security of your personal data and treat it in accordance with the law. Our service providers will only use your information to the extent necessary to perform their functions.

We have the right to share your information with law enforcement or public authorities if legally required to do so, or to prevent security, fraud or technical issues.

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us and, in each case, you have not opted out of receiving that marketing.

Third-Party Marketing

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

Opting-Out

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

Cookies

What is a cookie?

Cookies are text files containing small amounts of information that are downloaded to your personal computer, mobile or other device when you first visit a website. The next time you visit that website, any relevant cookies are sent back to the website, so that the site knows you have been there before. Cookies help you to navigate between different website pages efficiently, remembering your preferences and generally improving the user experience.

Cookies we use

We use cookies (Performance and Functional) to collect anonymous information about how visitors use our website. By using our website, you agree to have cookies placed on your personal computer or device. These cookies do not collect information that identifies a visitor and are only used to improve how the website works. We use cookies to speed navigation, improve functionality and keep track of

how visitors use the site, for example, which pages visitors go to most often or how many users are connected to the our site at any one time. We cannot track your browsing activity on other websites.

We use cookies to enhance your experience, but you can disable or delete cookies in your internet browser settings.

Google Analytics

When you visit our website we use a third party service, Google Analytics, to keep track of the pages you and other visitors have viewed so that we can improve the quality of our website and its content.

Please note that we only use necessary and analytical cookies on our website and do not use cookies for marketing purposes

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 reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

5. DATA SECURITY

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

6. DATA RETENTION

How Long Will You Use My Personal Data For?

We will only retain your personal data 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.

In some circumstances you can ask us to delete your data. Your right to request the erasure of your personal data is explained in clause 8.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

7. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please see clause 8 below to find out more about these rights:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

If you wish to exercise any of the rights set out above, please contact us.

No Fee Usually Required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What We May Need From You

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time Limit to Respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than

a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

8. GLOSSARY

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to

delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.