

### Introduction

This document refers to personal data, which is defined as information concerning any living person (a natural person who hereafter will be called Data Subject) that is not already in the public domain.

The General Data Protection Regulation (GDPR) seeks to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU. It should be noted that GDPR does not apply to information already in the public domain.

Hird Rail Services Ltd is pleased to provide the following Privacy Notice:

### Personal Data

Hird Rail Services Ltd use the information collected from you to provide quotations, make telephone contact and to email and post information at your request and which Hird Rail Services Ltd believes may be of interest to you and your business. In you making initial contact you consent to Hird Rail Services Ltd maintaining a dialogue with you until you either opt out (which you can do at any stage by emailing [privacy@hirds.co.uk](mailto:privacy@hirds.co.uk)) or we decide to desist in promoting our services. Hird Rail Services Ltd also acts on behalf of its clients in the capacity of data processor. When working exclusively as a data processor, Hird Rail Services Ltd will be acting on the instruction of its client and will work hard to ensure that the client is fully GDPR compliant.

Some personal data may be collected about you from the forms you complete, from records of our correspondence and phone calls and details of your visits to our website, including but not limited to personally identifying information like Internet Protocol (IP) addresses. Hird Rail Services Ltd may from time to time use such information to identify its visitors. Hird Rail Services Ltd may also collect statistics about behaviour of visitors to its website.

Hird Rail Services Ltd websites use cookies, which is a string of information that a website stores on a visitor's

computer, and that the visitor's browser provides to the website each time the visitor returns. The Hird Rail Services Ltd website visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using the Hird Rail Services Ltd websites.

Any information the Hird Rail Services Ltd holds about you and your business encompasses all the details we hold about you and any sales transactions including any third-party information we have obtained about you from public sources and our own suppliers such as credit referencing agencies.

Hird Rail Services Ltd will only collect the information needed so that it can provide you with marketing, sales and consulting services, and Hird Rail Services Ltd does not sell or broker your data. There maybe times when your information could be contained in data that the Hird Rail Services Ltd has purchased from a third-party list broker, on behalf of a client.

### Legal basis of our uses of any personal data

The personal information you provide may be processed when it is necessary in order for us to:

- enter into or perform a contract with you;
- supply you with any products or services, or
- where you are in discussions with us about any new product or service

### Consent

Where we rely on your consent as the legal basis for processing your personal information, you may withdraw your consent at any time by contacting us using the details at the end of this Privacy Statement. If you withdraw your consent, our use of your personal information before you withdraw is still lawful.

### Disclosure

Hird Rail Services Ltd may on occasion pass your personal information to third parties exclusively to process work

on its behalf. Hird Rail Services Ltd requires these parties to agree to process this information based on our instructions and requirements consistent with the Privacy Notice & GDPR.

On occasion we may be under a duty to disclose or share your personal information in order to comply with a request from government or law enforcement officials.

- To meet national security or law enforcement requirements or to prevent illegal activity.
- To identify you when you contact us.
- To verify the accuracy of data we hold about you.

### Retention Policy

Hird Rail Services Ltd keep your personal information for no longer than necessary for the purposes for which the personal information is processed. The length of time we retain personal information will depend on the purposes for which we collect and use it, or as required to comply with applicable laws, or to establish, exercise or defend our legal rights. Further information on the length of time during which we retain your personal information can be found in our Data Retention Policy, which is available on request.

### Your rights as data subject

You have certain rights in relation to your personal information. There is normally no charge for exercising these rights. If you would like further information in relation to these rights, or would like to exercise any of them, please contact us by email at [privacy@hirds.co.uk](mailto:privacy@hirds.co.uk).

Subject to any exceptions, you may have;

- **Right of access** – You have the right to request a copy of the information that we hold about you.
- **Right to rectification** – You have the right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be forgotten** – in certain circumstances you can ask for the data we hold about you to be erased from our records.

- **Right to restriction of processing** – where certain conditions apply, you have the right to restrict the processing.
- **Right of portability** – you have the right to have the data we hold about you transferred to another organisation.
- **Right to object** – you have the right to object to certain types of processing such as direct marketing.
- **Right to object to automated processing, including profiling** – you also have the right not to be subject to the legal effects of automated processing or profiling.

If Hird Rail Services Ltd refuses your request under rights of access, we will provide you with a reason as to why, which you have the right to legally challenge.

Hird Rail Services Ltd at your request can confirm what information it holds about you and how it is processed. In relation to certain rights, we may ask you for information to confirm your identity and, where applicable, to help us to search for your personal information.

### Complaints

If you wish to make a complaint about how your personal data is being processed by Hird Rail Ltd, you have the right to complain. If you do not get a response within 30 days, you can complain to the Data Protection Regulator.

The details for each are;

Barton Lane  
Armthorpe  
Doncaster  
DN3 3AB  
Tel: 01302 831339  
Email: [privacy@hirds.co.uk](mailto:privacy@hirds.co.uk)

Data Protection Regulator  
The ICO  
[www ICO.org.uk/global/contact-us](http://www ICO.org.uk/global/contact-us)