



PROFILE RECONSTRUCTION LTD. - PRIVACY NOTICE FOR CUSTOMERS, SUPPLIERS AND RELATED THIRD-PARTY CONTACTS

INTRODUCTION

Profile Reconstruction Ltd. ("**we**", "**our**" and "**us**") is committed to protecting and respecting your privacy.

This Privacy Notice sets out the bases on which any personal data, which we collect about you (being a customer, supplier or related contact), that you provide to us or that we have received from a third party source, will be processed by us.

DEFINITIONS

References in this Notice to "**data protection law**" mean (as applicable) the General Data Protection Regulation (Regulation (EU) 2016/679) and all related data protection legislation having effect in the United Kingdom from time to time (including the Data Protection Act 2018).

OUR DETAILS

The data controller with conduct of your personal information is Profile Reconstruction Ltd. of Unit 133 China Works, Black Prince Road London SE1 7SJ

Our Data Protection Officer is Yong Chong of Unit 133 China Works, Black Prince Road London SE1 7SJ

HOW WE USE YOUR INFORMATION

The following sections explain what information we hold about you, why we are processing that information, the legal bases for the processing, the duration for which we keep your information and (if applicable) who your information will be shared with and where those recipients are based.

Which information do we process and why?

We process the following information from you:

Information you give us. This is information about you that you may provide to us by filling in forms on our website, emailing or writing to us, or by speaking to us by phone or in person. The information you give us may include your name, address, email address and phone number. We may also receive bank details from you. If you are a sole trader or partner in a partnership then those bank details may contain personal information about you.

We process information you give to us for the following purposes:

- (a) where you are a customer of ours (or an employee or representative of a customer of ours), to supply you (or your organisation) with the services you have purchased from us. This includes us taking pre-contractual steps such as providing you with a cost quote or negotiating the terms of the contract between us;
- (b) where you are a customer of ours (or an employee or representative of a customer of ours), to manage your (or your organisation's) account with us, including the issuing of requests for payment;
- (c) where you are a supplier or contractor of ours (or an employee or representative of a supplier/contractor of ours), to request and obtain goods and/or services from you (or your organisation), including taking pre-contractual steps such as obtaining a fee quote from you or negotiating the contract between us;



- (d) where you are a supplier or contractor of ours (or an employee or representative of a supplier/contractor of ours), to manage our account with you (or your organisation), including making payment for invoices;
- (e) where you are a customer or prospective customer of ours, to send you marketing communications about our products and services which we think will be of interest to you; and
- (f) in all other circumstances, to respond to your enquiry or to follow up our own enquiries.

Information we collect about you. We automatically collect non-personally identifying information through our website. This includes technical information, such as your IP address and information about your visit, such as records of how you navigate our site and how you interact with the pages. For more information about how we use cookies, please read the 'Cookies' section below.

We process this information to ensure that the content on our website is presented in the most effective manner for you and your device, as well as to audit and improve our website and underlying systems.

Information obtained from or provided by third parties. This includes where your employer or principal supplies us with your information, for example where you are the point of contact for that organisation. If you are a sole trader or a partner within a legal partnership, then we may receive your information from your employees or fellow partners. The information about you which we receive from third parties typically includes your name, contact details, job title and, in certain situations, bank details.

We process information we obtain from, or are provided by, third parties for the same purposes as we do for information, we receive from you directly (as listed above).

What are the grounds for processing your information?

We are processing your data on the following grounds:

- (a) if you are a customer or supplier of ours, because the processing is necessary for the performance of the contract between you and us, including the taking of pre-contractual steps;
- (b) if you are an employee or representative of a customer or supplier of ours, because we typically have a legitimate interest in processing your information in order to perform the contract between us and your employer or principal, including taking pre-contractual steps at their request. In limited circumstances, however, we may alternatively rely on your consent to this processing;
- (c) in certain circumstances, the processing is necessary for us to comply with our legal obligations, for example relating to our accounting records;
- (d) the processing is necessary for achieving our legitimate interests of:
 - (i) maintaining accurate internal records of customers, suppliers, contractors, and their contacts for administrative and commercial purposes. This includes where we keep a record of potential supplier details with a view to using their services or purchasing their products in the near future and where we keep a record of past commercial negotiations; or
 - (ii) responding to your enquiry, whether submitted through our website, email, over the telephone, in person or otherwise; or
 - (iii) sending you marketing information about our services on the basis of the soft opt-in. You can unsubscribe from these communications at any time by following the instructions contained in the communication or by contacting us using the details set out in the 'Contact' section below,



and in accordance with data protection law we have carefully weighed your interests and fundamental rights and freedoms against our interest to process your information and are satisfied that we are justified in processing your information for these purposes; and

- (e) we are otherwise processing your data on the basis of your consent. This will typically be the case where you have opted into receiving marketing communications from us.

Duration and further processing

We only keep your information for so long as it is reasonably necessary. Your personal information is not retained on our systems unless it is required for the ongoing operation of our business.

Generally speaking, we retain your information for the following periods of time:

- (a) if you make an enquiry with us but ultimately do not become a customer or supplier of ours, 5 years from the date of our discussions ending (or if we did not reply, from the date of your enquiry);
- (b) if you are or have been a customer of ours, 7 years from the date your contract (or latest contract if more than one) with us ends;
- (c) if you are or have been a contractor or supplier of ours, 7 years from the date your contract (or latest contract if more than one) with us ends; and
- (d) if you are a contact for a contractor or supplier of ours, 7 years from the date your organisation's contract with us ended (or, if sooner, from the date we are notified that you are no longer a contact for the organisation).

When setting our data retention periods, we consider the amount, nature, and sensitivity of the information we hold, the potential risk of harm from unauthorised use or disclosure of the information and the purposes for which we process the information (including whether we can achieve those purposes by other means). We also take into account our other legal obligations to keep or securely dispose of personal information.

If we need to keep your information for a longer period then we will notify you of the reason and grounds for doing so. This may be the case, for example, where a dispute arises between us.

Who is your information shared with?

Your personal information is not shared with anyone except where we are required to do so to comply with the law, to protect our rights, to improve and expand our services, or to effectively operate our business.

We may share your data with the following people or group of people:

- (a) **Our outsourced IT providers**, who may have access to your personal data on our IT systems as part of the service they provide to us. Typically, your personal information will be encrypted before it is transferred to our hosts but in certain circumstances our service providers may require access to unencrypted data, for example when we need to troubleshoot a technical issue. Our IT providers are subject to strict contractual obligations to treat your personal information with the utmost sensitivity, to keep it confidential and to comply with data protection law at all times.
- (b) **Professional advisers**, we may provide personal data to our legal, financial and other professional advisers for the purpose of obtaining professional advice, such as legal advice. Such transfers will be protected by confidentiality obligations owed by our advisers. Where applicable, details of our auditors can be found in our company accounts.



- (c) **Potential purchasers**, we may share personal data with potential purchasers of our business, subject to those persons entering into strict confidentiality obligations with us and only to the extent permissible under data protection law.

To the best of our knowledge, understanding and belief, your information will not be transferred outside of the European Economic Area or otherwise to any country which is not approved by the European Commission. If this changes then we will let you know.

Automated decision making

We do not make automated decisions about you based on your information.

YOUR RIGHTS

Under data protection law you have the following rights:

- (a) if we are processing your data on the basis of your consent then you have the right to withdraw that consent at any time. Consent can be withdrawn by notifying us using the details set out in the 'Contact' section below. You can also withdraw your consent to receiving marketing communications from us by following the instructions contained in the marketing messages we send you. Please note that the lawfulness of our historic processing based on your consent will not be retrospectively affected by you withdrawing that consent;
- (b) the right to access a copy of your information which we hold. This is called a 'subject access request'. Additional details on how to exercise this right are set out in the 'Access to Information' section below;
- (c) the right to prevent us processing your information for direct marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us using the details set out in the 'Contact' section, below;
- (d) the right to object to decisions being made about you by automated means. We will inform you if your information becomes subject to automated processing;
- (e) the right to object to us processing your personal information in certain other situations;
- (f) the right, in certain circumstances, to have your information rectified, blocked, erased or destroyed if it is inaccurate;
- (g) the right, in certain circumstances, to claim compensation for damages caused by us breaching data protection law; and
- (h) the right, in certain circumstances, to request that we erase, rectify, cease processing and/or delete your information.

You also have the general right to complain to us (in the first instance) and to the Information Commissioner's Office (if you are not satisfied by our response) if you have any concerns about how we hold and process your information. Our contact details are set out in the 'Contact' section, below. The Information Commissioner's Office website is www.ico.org.uk.

For further information on your rights under data protection law and how to exercise them, you can contact Citizens Advice Bureau (www.citizensadvice.org.uk) or the Information Commissioner's Office (www.ico.org.uk).



COOKIES

Our site uses cookies to distinguish you from other users of our site. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site.

Visitors to our site who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using our site. This will mean that some features of our site may not function properly without the aid of cookies.

ACCESS TO INFORMATION

Under data protection law you can exercise your right of access by making a written request to receive copies of some of the information we hold on you. You must send us proof of your identity, or proof of

authority if making the request on behalf of someone else, before we can supply the information to you. Requests should be sent to us using the contact details in the 'Contact' section below.

You do not need to pay a fee to exercise this right unless you are requesting copies of documents you already possess, in which case we may charge our reasonable administrative costs. We are also allowed to charge you for our reasonable administrative costs in collating and providing you with details of the requested information which we hold about you if your request is clearly unfounded or excessive. In very limited circumstances, we are entitled to refuse to comply with your request if it is particularly onerous.

In certain circumstances, you are entitled to receive the information in a structured, commonly used and machine-readable form.

DATA SECURITY

We will always store your digital information on secure servers. Unfortunately, however, the transmission of information via the internet is not completely secure. Although we will do our best to protect your information, we cannot guarantee the security of your information transmitted to our site or otherwise to our servers (such as by email). Any such transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

THIRD PARTY SITES

Our website may, from time to time, contain links to and from partners', advertisers', affiliates' and social network sites. If you follow a link to any of these websites, please note that these sites have their own privacy notices and that we do not accept any responsibility or liability for those notices. Please check their privacy notices before you submit any personal data to those websites as they may not be on the same terms as ours.

CHANGES TO OUR PRIVACY NOTICE

This Notice was last updated on 25 June 2018. Future changes we may make to our Privacy Notice will be uploaded to our website and if the change is significant we will send you the updated Notice by email. Please check back frequently to see any updates or changes to our Privacy Notice.

CONTACT

Questions, comments and requests regarding this Privacy Notice are welcomed and should be addressed to Profile Reconstruction Ltd., Unit 133 China Works, Black Prince Road London SE1 7SJ or info@profilereconstruction.com