

## WEBSITE PRIVACY POLICY

This Policy should be read in conjunction with the Walkers Data Protection Policy 2018, which explains in greater detail how Walkers will use, manage and protect all forms of data and is freely available on request. For the avoidance of doubt, where there is any inconsistency with the policy and the Walkers Data Protection Policy 2018, the Walkers Data Protection Policy 2018 will take precedence.

### 1. DEFINITIONS

In this Policy the following terms have these meanings:

**“Cookie”** means a small text file placed on your computer or device by our website when you visit our website;

**“Our website”** means this website, [www.walkerscleaningservices.co.uk](http://www.walkerscleaningservices.co.uk);

**“We/Us/Our”** means Walker’s CS Ltd, a limited company registered in England under Company Number 5573497, whose registered address is 55 Crown Street, Brentwood, Essex CM14 4BD

### 2. ABOUT THIS POLICY

This policy explains how we collect, store and use personal information and information about your visits to the website, including the pages you view, the links you click and other actions taken in connection with [www.walkerscleaningservices.co.uk](http://www.walkerscleaningservices.co.uk).

#### **Our Data Protection Officer**

The HR Director is responsible for ensuring compliance with Data Protection Legislation and with this policy. That post is held by Jemma Walker, tel: 0330 380 4433, E-mail: [jemma@walkerscleaningservices.co.uk](mailto:jemma@walkerscleaningservices.co.uk). Any questions or concerns about the operation of this policy should be referred in the first instance to the HR Director.

Please see section 7 below for additional contact information.

### 3. WHAT DATA DO WE COLLECT?

Some data will be collected automatically by our website and other data will only be collected if you voluntarily submit it.

Automatically collected data, which includes data collected through Google Analytics, will be non-personally identifiable data.

Data collected that you have voluntarily submitted may be personally identifiable data.

Depending upon your use of our website, we may collect some or all of the following data:

1. Name
2. Business/company name
3. Email addresses
4. Telephone number
5. Enquiry message
6. Browsing stats and behaviour via Google Analytics (automatically collected)

### 4. HOW WE USE THE INFORMATION WE COLLECT

We use the information that we collect from you in a variety of ways, depending on what permission or consent we have from you. This includes:

## Operations

We use the information to provide the services and information that you request and to respond to enquiries, comments and questions.

For more information, please read our Contact Form & Email Privacy Statement.

## Cookies and Tracking Technologies

We use collected information through cookies and similar technologies to:

1. Monitor site usage statistics, such as total number of visitors and pages viewed;
2. Track your behaviour after receiving an email newsletter or digital marketing material from Walkers including Open Rate and Links Clicked.

For more information, please read our Email Newsletter Privacy Statement

## Cookies on our website

*\_ga, \_gid, \_gat*

Google Analytics: We use Google Analytics to monitor traffic levels, search queries and visits to this website.

*cookieconsent\_dismissed*

Cookie Consent: The cookie tool on this website remembers your privacy settings for the next time you visit the website. You can obtain more information about cookies by visiting <http://www.allaboutcookies.org>.

## Google Analytics

We use Google Analytics to measure and evaluate access to and traffic on our website, and to create user navigation and behaviour reports for our website administrators and marketing team. Data collected from Google Analytics is not attributable to an individual.

## 5. STORING AND SHARING YOUR DATA

### Do we keep your data?

We only keep your data for as long as we need to in order to use it as described above in section 4, and/or for as long as we have your permission to keep it, such as using it to send you our newsletter.

### Where do we keep your data?

Personally identifiable data that you submit through our website will not be stored or transferred outside of the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein).

Your data may be stored at the following:

**Walkers Office** - Your data is stored securely at on our internal, secured company network.

**Website Server** - Some data, such as your name and email address may be stored on our website, within our email marketing software system. We do not hold any sensitive personal data on our website and our website is hosted securely, running under HTTPS.

**Website Backup Servers** - As we regularly and securely back up our website, some data, such as your name and email address may be stored on our website backup servers. We do not hold any sensitive personal data on our website.

### Will my data be shared?

Walkers will not share your data with any third-party.

## 6. ACCESSING YOUR DATA

You have the right to ask for a copy of any of your personal data held by us. Please contact our Data Protection Officer for more information on this process. See section 7 below for contact details.

## 7. CONTACTING US

If you have any questions about our website or this Privacy Policy or if you would like to request personal data that we may currently hold of yours, please contact our Data Protection Officer, Jemma Walker by telephone on 0330 380 4433, E-Mail [jemma@walkerscleaningservices.co.uk](mailto:jemma@walkerscleaningservices.co.uk) or by post at 64 Eastern Road, Romford, Essex RM1 3QA