



## Lyons Fire Safety GDPR Policy

### Introduction

Lyons Fire Safety ("the Company") is committed to protecting the privacy and security of personal data. This GDPR Policy outlines how we collect, use, disclose, and protect personal data in accordance with the General Data Protection Regulation (EU) 2016/679 ("GDPR").

### 1. Data Controller

Lyons Fire Safety is the data controller responsible for the personal data that we collect, use, and process. If you have any questions about this policy or our data protection practices, you can contact us at:

#### Contact Information:

- **Email:** [david@lyonsfiresafety.co.uk](mailto:david@lyonsfiresafety.co.uk)
- **Phone:** 0121 517 0562

### 2. Data Collection

We collect personal data in the following ways:

- **Direct interactions:** You may provide personal data when you communicate with us via phone, email, or our website.
- **Automated technologies:** As you interact with our website, we may collect technical data about your equipment and browsing actions.
- **Third parties:** We may receive personal data about you from third-party sources.

### 3. Types of Data Collected

The types of personal data we may collect include, but are not limited to:

- **Identity Data:** Name, job title, company name.
- **Contact Data:** Address, email address, phone numbers.
- **Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types, operating system, and platform.
- **Usage Data:** Information about how you use our website, products, and services.
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences.

### 4. Legal Basis for Processing

We will only process personal data where we have a lawful basis for doing so. Lawful bases include:

- **Consent:** You have given clear consent for us to process your personal data for a specific purpose.



- **Contract:** The processing is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract.
- **Legal Obligation:** The processing is necessary to comply with the law.
- **Legitimate Interests:** The processing is necessary for our legitimate interests or the legitimate interests of a third party, provided your interests and rights do not override those interests.

## 5. Data Usage

We will use your personal data for the following purposes:

- To provide and manage our services.
- To manage our relationship with you, including notifying you about changes to our services or policies.
- To administer and protect our business and website.
- To deliver relevant content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.
- To use data analytics to improve our website, products/services, marketing, customer relationships, and experiences.
- To make suggestions and recommendations to you about goods or services that may be of interest to you.

## 6. Data Sharing

We will not share your personal data with third parties except in the following circumstances:

- We have your explicit consent.
- We are required by law to do so.
- It is necessary for the performance of our contract with you.
- For the purpose of providing our services, and such third parties are bound by confidentiality and data protection obligations.

## 7. Data Security

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used, accessed in an unauthorized way, altered, or disclosed. This includes:

- Encryption of data both in transit and at rest.
- Regular security audits and monitoring.
- Access controls and authentication measures.

## 8. Data Retention

We will only retain your personal data for as long as necessary to fulfill the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements.



## 9. Your Data Protection Rights

Under GDPR, you have the following rights:

- **Access:** You have the right to request access to your personal data.
- **Rectification:** You have the right to request the correction of inaccurate personal data.
- **Erasure:** You have the right to request the deletion of your personal data.
- **Restriction:** You have the right to request the restriction of processing of your personal data.
- **Data Portability:** You have the right to request the transfer of your personal data to another party.
- **Objection:** You have the right to object to the processing of your personal data.

## 10. Changes to This Policy

We may update this GDPR Policy from time to time. Any changes will be posted on our website, and we will notify you of any significant changes by email or through a notice on our site.

## 11. Contact Us

If you have any questions or concerns about this GDPR Policy, please contact us at:

**Email:** [david@lyonsfiresafety.co.uk](mailto:david@lyonsfiresafety.co.uk)

**Phone:** 0121 517 0562

This GDPR Policy ensures that Lyons Fire Safety complies with GDPR regulations and demonstrates our commitment to protecting personal data.

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