

stoneCIRCLE GDPR Policy

The company (B & V Masonry Ltd trading as stoneCIRCLE) holds data of the types identified on the GDPR Data Source Sheet.

The Data Owners (Jeff Vanhinsbergh & Steve Vanhinsbergh) as directors of the company are ultimately responsible for ensuring that all data are held in compliance with the relevant laws in a secure manner and are destroyed when no longer relevant or necessary.

All data will be held on the company's internal servers and only supplied to 3rd parties where strictly necessary (e.g. for marketing purposes). 3rd parties must sign an undertaking to safeguard the data while using it, not to transfer it to sub-contractors or other parties without written permission, and to destroy it as soon as it is no longer being used.

All staff with access to records containing personal data will be given a copy of these guidelines and kept up to date with any changes to them. A register of those staff who have the guidelines will be kept by a person delegated by the Data Owners.

Personnel and Health and Safety Records

These will be held, dealt with and destroyed as per the legal requirements in force at the time.

Customer Transaction Records

Customer Consent

When a staff member is preparing a quotation and/or recording customer data on to the Company database, the customer will be made aware that their details will be stored for the purpose of contacting him/her about the quotation and subsequent order.

He/she will also be asked whether he/she is happy to receive marketing material from the company and this will be recorded in the database. If the customer is not asked, the assumption will be that he/she is not happy to receive the material and no marketing contact will be made.

Data Review

Customer records will be reviewed annually at the beginning of each year and dealt with according to their status & customer type as set out below:



stoneCIRCLE

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Status	Customer Type	Time Dormant	Action
Quoted	Retail	2 years	Delete
Quoted	Trade Site Manager	3 years	Delete
Prospect	Retail	2 years	Delete
Prospect	Trade Site Manager	3 years	Delete
Customer	Retail	3 years	Archive and delete after 7 years
Customer	Trade Site Manager	7 years	Delete

Direct Marketing

At the time that this policy comes into force, all existing records will be emailed with a request to positively confirm their willingness to receive further communication from the company. Any that do not respond will no longer be emailed by the company, although their name, email address and company (where relevant) will be retained to identify records that no longer wish to receive communication.

Future contacts will be dealt with in the manner set out below:

Consumers (Retail)

1. Email: All email marketing to consumers will be carried out after specific permission has been obtained via confirmative action either on the website or in person on company premises.
2. Post: no postal marketing will be carried out.
3. Removal of details: all details will be removed once a request has been received.

Trade

1. Email: all email marketing to trade contacts will only be carried out once the contact has been asked to positively opt in to future communications from the company.
2. Where contact details have been received from a third party which claims to have permission for the company to market to them, the first communication from stoneCIRCLE will clearly state this, and invite the contact to opt in to receiving marketing communications from stoneCIRCLE. If the contact does not do so, no further communications will be sent.
3. Removal of details: a record will be retained to identify that the contact no longer wishes to receive any communications from the company. It will not contain more than the minimum needed to ensure that this is complied with (i.e. email address for email marketing, name, position, company and address for postal marketing).

Right to Removal

Customers have the right to view the data held on them, and ask for the removal of details from the database by addressing a request in writing either by email to sales@stone-circle.com or post. The company will endeavour to comply with any such requests as far as practicable in law and while retaining the minimum data necessary to ensure that the customer is not contacted in future.