

# Utley EV Privacy Policy

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Utley EV  
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## Overview

Utley Electrical Ltd trading as Utley EV ("we") are committed to safeguarding the privacy of our website visitors and service users.

This policy sets out how we, as data controller, collect and use your personal information, why we use it, with whom we share it, the rights to which you may be entitled and your choices about our use of your personal information, that may arise from you entering a purchase and installation contract with us.

It is important you do not share with us any other person's data unless under special circumstances this has been agreed with us beforehand.

This policy sets out how we collect, store and use your personal information as well as who we might share it with and why.

## What data do we collect?

We process several types of personal data, in order to administer our business and/or fulfill our contract with you. Detailed below are the different categories of data we process, the reasons why we process and our legal basis for processing data.

Type of Data	Purpose	Type of Data/ Source	Lawful basis for processing
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Website and services Usage Data	To enable us to improve our website and services to better fit customer needs.	IP address; geographical location; browser type and version; operating system, referral source, pages viewed, length of visit and website navigation paths, the timing, frequency and pattern of your service use gathered from our analytics tracking systems which track the behaviour of customers on the website in order to determine the success of features and layouts so that improvements can be made.	Our legitimate business interests to improve our website and services.
Account and Services Data	<p>To enable us to operate a secure website and provide the services customers expect and want from us, based on our contract with you or your employer. Also to maintain backups of databases and to communicate with you.</p> <p>We may also use your Account Data to contact your DNO on your behalf and/or make OZEV Grant applications on your behalf.</p>	<p>Name, address, email, telephone number, username, password, signature, vehicle registration number, VIN number (ID number of your vehicle found on the chassis), MPAN number (serial number for every electric meter), IP address, MAC address (the device ID which you use to access our website)</p> <p>We get this information from you or your employer may provide data if they are paying for the product or service, in this case data is namely your business address; email; telephone; driving licence details; vehicle details, job title and employers name.</p>	<ol style="list-style-type: none"> <li>1. Our legitimate interests to properly and securely administer our products and services.</li> <li>2. Performance of a contract with you or your employer.</li> <li>3. Our legitimate b2b interests to build strong partnerships with our business customers.</li> </ol>

Publication data	To enable us to publish information that you post on our website.	Information that you post on our website or Google or through our services.	1. Our legitimate interests in using customer feedback to promote our products and services.
Enquiry data	To offer, sell and provide relevant services to you. We may also share this data with 3rd party contractors, organisations who have relationships with these contractors and service providers who facilitate this data sharing so that:  Installation of products you have purchased from us can be carried out.	Any data you provide in your enquiry.	1. Performance of a contract with you.  2. We have a legitimate business interest to tell you about the various products and services we can offer and to contact you to facilitate your purchasing them and having them installed/implemented.
Transaction data	To allow us to process your purchases, and keep proper records.	Your contact details, your card details (if applicable) and the transaction details.	1. Performance of a contract with you.  2. Our legitimate interests in ensuring our financial transactions with customers are managed efficiently.
Correspondence Data	To enable us to provide you with the products and services that you have purchased.  To communicate	Your contact details, including name, address, email and telephone number.	1. Performance of a contract with you.  2. Our legitimate business interests to communicate with

	with you and to keep proper records.		you, and notify you of information relating to our products and services that you have purchased.

We may also process and disclose any of your data identified in this policy to protect your the legal rights, ours and any other individual. This is because we have legitimate business interests to:

- establish, exercise or defend legal claims, in court or an out-of-court procedure.
- obtain or maintain insurance cover, manage risk or obtain professional advice, in order to properly protect our business against any risk.
- comply with legal obligations to which we are subject, or, in order to protect the vital interests of you or any other person.

## Providing your personal data to others

We may disclose personal data, on a “need to know” basis to:

- Our insurers and professional advisors.
- Our installation engineers and groundworks team, who may be subcontractors, to enable them to carry out the works contracted between you and us..
- Our payment services provider Stripe Payments Europe Ltd to enable them to process your payments. Data is limited to transaction data and is used to process or refund payment and to deal with complaints and queries. You can find more information here: <https://stripe.com/gb/privacy>
- Our IT service providers from whom we license technology. This enables us to carry out essential business operations.
- Any organisations or government departments who may offer funding or grants to you with reference to the services we provide.
- Any public or regulatory authority if we’re required to by law, or under any regulatory code or practice we follow, or if we are asked by such bodies.

- Prospective sellers or buyers of our business or assets in the event that we sell or buy any business or assets.

Please note that on the termination of any relationship between you and us, personal data relating to you may be retained by or, as the case may be, transferred to one or more of the groups of companies listed above, their successors and assigns if that's necessary for us to comply with contractual, legal or financial obligations.

## **Retaining and deleting personal data/opting out**

Personal data will not be kept by us for longer than is necessary to meet the purpose stated. We will however need to retain your personal data where such retention is necessary for compliance with a legal obligation, or in order to protect the vital interests of you or any other person.

You can choose to opt out and withdraw your consent to be contacted and we will remove you from our database.

If you wish to do this please email [enquiries@utley-electrical.com](mailto:enquiries@utley-electrical.com) confirming your details and that you wish to be removed from our database,

## **Security of personal data**

We are committed to keeping your personal information safe. We have physical, technical and administrative measures in place to prevent any unauthorised access or use of your information. We also require that our suppliers protect such information from unauthorised access use and disclosure.

We will also routinely refresh our information to ensure we keep it up-to-date.

## **Amendments**

We may update this policy from time to time by publishing a new version on our website. The last publication date will be referenced at the beginning of the Privacy Policy. It is recommended you check this page occasionally to ensure you are happy with any changes to this policy.