

Privacy Policy

Data Controller: Leanne Cook

Black Country Skip Hire Ltd

trading as

registered at **16b Withy Road**

Bilston

West Midlands

WV14 0RX

("we," "our," or "us")

We are committed to protecting your privacy and always ensuring the security of your personal information. Our Privacy Policy explains how we collect, use, and safeguard your data.

Type Of Information We Collect

We typically collect the following types of information:

- **Personal Information:** This includes your name, address, contact details, email address, and any other information you voluntarily provide when contacting us, requesting services, placing orders, or filling out forms/contact information on our website
- **Usage Information:** We may also collect non-personal information about your use of our website and services, including IP addresses, browser type, and device information

How we receive information about you

We receive your Personal Information from various sources, this personal information we process is provided to us directly by you for one of the following reasons:

- When you voluntarily provide us your personal details in order to register on our Site
- When you use or access our Site in connection with your use of our services
- From third party providers, services and public registers (for example, traffic analytics vendors)
- From call tracking providers (recorded calls) via Media Hawk or Call Tracking Metrics (CTM)

Why We Collect Personal Information

Black Country Skip Hire collects personal information to ensure we can provide reliable skip hire and waste management services to our customers. We use your information to:

- Provide quotations and process online skip hire bookings.
- Arrange skip deliveries, collections and waste disposal services.
- Communicate with you regarding your booking, delivery times, permit requirements or any changes to your order.
- Maintain records of services provided payments and customer enquiries.
- Process invoices, online payments and meet our accounting obligations.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation
- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have a legitimate interest

- Consent

How We Process Your Information

We process the information collected for the following purposes:

- **Providing Services:** To provide services and communicate with you about your requests
- **Improving Our Services:** To analyse usage data and improve the range and quality of our services and our website
- **Marketing:** We may send you promotional materials, offers and updates about our services

Data Security

We take reasonable and responsible measures to protect your personal information from unauthorized access, disclosure, or alteration. However, please be aware that any method of transmission over the internet or electronic storage is not entirely secure.

Data Retention

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected. Customer records are generally kept for **up to 6 years** after the completion of a booking to comply with accounting, taxation, legal and waste management obligations. Once this period has expired, your information will be securely deleted, destroyed or anonymised.

Under applicable regulations, we will keep records containing client personal data, account opening documents, communications, and anything else as required by applicable laws and regulations.

How we store your personal information

Your information is stored securely using password-protected business systems, including our online booking, customer management and accounting software. Any paper records are kept in secure storage with access restricted to authorised members of staff. We regularly review our security procedures to help protect your information from unauthorised access, loss or misuse.

Sharing Your Information

We only share your information where it is necessary to provide our services or meet legal obligations. This may include:

- Payment processing providers.
- IT support, website hosting and software providers.
- Professional advisers, including accountants, auditors and insurers.
- Local authorities where permits are required for skips are placed on public highways.
- Licensed waste processing and recycling facilities are involved in the lawful disposal of waste.

Why we may share this information:

We may share your information for the following purposes:

- To arrange skip permits, deliveries, collections and waste disposal services.
- To process payments, issue invoices and maintain accurate financial records.
- To support the operation, maintenance and security of our website and business systems.
- To comply with environmental legislation, waste carrier regulations, tax requirements and other legal obligations.

- To ensure waste is transported, processed and recycled responsibly through authorised facilities.

Your Choices

You can opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails.

Your Data Protection Rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

**16b Withy Road,
Bilston,
West Midlands,
WV14 0RX**

Changes to this Policy

We may update this Privacy Policy from time to time. Please check this page periodically for any changes. Your continued use of our services after any modifications indicates your acceptance of the updated policy.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

Black Country Skip Hire Ltd
Office: 01902 494452
Mobile: 07971 985629

Complaints

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Black Country Skip Hire Ltd

Office: 01902 494452
Mobile: 07971 985629

If you are unhappy with how we have used your data or responded to your query, you can also complain to the Information Commissioner's Office (ICO) at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113
ICO website: <https://www.ico.org.uk>