



Simia Marine Limited Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Post: Unit 3 Mealbank Mill Industrial Estate, Meal Bank, Kendal, Cumbria, LA8 9DL

Telephone: +44 7917 205177

Email: simiamarine@yahoo.com

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery:**

- Names and contact details
- Addresses
- Purchase or account history
- Recorded images, such as photos or videos
- Information relating to compliments or complaints

We collect or use the following information for **the operation of customer accounts and guarantees:**

- Names and contact details
- Addresses
- Purchase history
- Recorded images, such as photos or videos

We collect or use the following information for **service updates or marketing purposes:**

- Names and contact details
- Addresses
- Recorded images, such as photos or videos
- Purchase or viewing history

We collect or use the following personal information for **dealing with queries, complaints or claims:**

- Names and contact details
- Address
- Account information
- Purchase or service history
- Recorded images, such as photos or videos

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **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. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

Our legitimate interests are:

- Utilising personal data aids in streamlining our operations, improving our service quality, and maintaining accurate records, which ultimately benefits you through enhanced service reliability and efficiency.
- Customer Communication: Personal information allows us to communicate effectively with you regarding service updates and important information

related to your projects. This helps in providing timely responses and personalised customer support.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

Our legitimate interests are:

- Processing personal information is often necessary for us to comply with legal obligations, such as tax and accounting requirements.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

Our legitimate interests are:

- Collecting personal information enables us to deliver, manage, and enhance our boat building, repair, and maintenance services. This ensures that we can tailor our services to meet your specific needs and preferences.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Where we get personal information from

- Directly from you
- Publicly available sources
- Suppliers and service providers

How long we keep information

All personal information related to customer accounts and invoicing that must be retained by law will be stored on a secure platform. It will be kept for the required 7 years, after that time the information will be securely destroyed.

All personal information not relating to customer accounts will be retained for 12 months and then securely destroyed.

Who we share information with

Data processors

Accountant

This data processor does the following activities for us - they manage the business accounts.

Others we share personal information with

- Financial or fraud investigation authorities
- External auditors or inspectors
- Organisations we're legally obliged to share personal information with

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated:

7 September 2024