

We take care to protect the privacy of our clients and their associates.

This privacy notice is a public declaration of how Trees-UK of Bromley Limited applies the Data protection Principles and Rights to afforded to individuals by the General Data protection Regulation (GDPR), to the personal data we process. Trees-UK of Bromley Limited is committed to complying with the principles relating to the processing of personal data under GDPR.

Who is collecting information about me?

Trading Name:	Trees-UK of Bromley Limited
Legal Entity:	Silviculture and other forestry activities
Company Number:	10786294
Registered Office Address:	Longfield Farm Cottage, Nash Lane, Keston, Kent BR2 6AP
Data Protection office/Point of Contact:	Operations Manager, Longfield Cottage, Nash Lane, Keston, Kent BR2 6AP
Email:	office@treesuk.com
Website:	www.treesuk.com

What is your legal basis for Processing my information?

Trees-UK of Bromley Limited process your data on the legal basis of Legitimate interest.

What are the Legitimate Interest being pursued that allows you to process my information?

Trees-UK of Bromley Limited acts as a data controller of our client's data and as a data processor on behalf of our clients in respect of their arboricultural services.

- A controller determines the purposes and means of processing personal data.
- A processor is responsible for processing personal data on behalf of a controller. Further detailed definitions of the controlled and processor roles can be found on the ICO website: www.ico.org.uk/fororganisations/guide-to-the-general-data-protection-regulation-gdpr/

The legitimate interests pursued by Trees-UK of Bromley Limited are as follows:-

- To offer Trees-UK of Bromley Limited services and products to our clients.
- We believe it is in the interest of our clients to ensure we process the information to facilitate accreditation and to make this information available to our clients.
- We understand that our clients would expect us to use their data in this way and doing so has privacy.

The method and frequency of communications to clients does not impact vulnerable individuals.

What information are you collecting about me?

We may collect and store data for the purpose of services and providing our accreditation service. Data is obtained from third parties, for certain purposes; such data is obtained where consent to share has been given by the data subject; or where we have legitimate interest.

The categories of personal data we collect, and process are:

- Information you provide to us via the website or other sources. We collect data provided via emails, telephone conversations, face 2 face meetings/appointments, feedback questionnaire or postal correspondence.
- Details of services we carry out for our clients
- Information that be viewed via the website or emails. Cookie policy is available to view on the website.
- Information collected and posted on social media where permission to use is acceptable for example, work images on Facebook, Instagram, google and LinkedIn.

Why are you collecting information about me?

By submission of your personal information by our contractual agreement, you are consenting the below by Trees-UK of Bromley Limited.

- To provide you with information about our services, news that you already have received, enquired about or we feel maybe of interest to you;
- To communicate with you to gain feedback on our services in order to improve them.
- To notify you about any changes relevant to our services
- To ensure the content from our site is presented in the most effective manner for you and for your computer.
- To administer our site and for internal operations, trouble shooting, data analysis, testing and research.
- As part of our efforts to keep our site safe and secure;
- To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;

Who might you share my information with?

We may share your personal information with any member of our group, which means our company;

We may share your information with selected third parties such as;

- Her Majesty's Revenue and Customs (HMRC), local council authorities, the Police, the courts or any other governmental body if requested and where legally obliged to do so.
- Any social media posts you send to us can be shared under the terms of platforms used and can be made public. We do not control these platforms and cannot accept responsibility for your submission being shared widely.
- Trees-UK of Bromley Limited account services are Robert Selley Accountants Limited that has full access to the database and are used solely for tax accounts and processing VAT returns.
- If required, our suppliers will be provided in order to execute our services such as delivery of planting.

What rights do I have?

You have the following Individual Rights. Should you have any enquiries about how we use your data or wish to action your rights please contact:

Senior Operations Manager
Trees-UK of Bromley Limited
Longfield Farm Cottage
Nash Lane
Keston
Kent BR2 6AP

The right to be informed

Trees-UK of Bromley Limited provides processing of information by way of its Privacy Notice and contractual agreement.

The right of access

You have a right to obtain confirmation about how we are processing your personal data and what data we hold about you. You can request a copy of your quotation with terms and conditions of business agreement. Should you request a copy of your data, including your personal data, Trees-UK of Bromley Limited will provide this within one month of the request unless there are exceptional reasons for not doing so.

The right of rectification

If any information is held inaccurate or incomplete, you have the right to have that information corrected or completed; if other third parties have been passed the information where possible, we will inform them of the rectification undertaken. All client's data is available to the client to rectify.

The right erasure ("also know as the right to be forgotten")

You have the right for your information to be erased. We will delete or remove your information on request there is no compelling reason for us to keep it, such as accounts that no longer require our services.

The right to restrict processing

You have the right to 'block' or suppress processing, this will not affect the processing done so far, however will stop further processing. When processing is restricted, Trees-UK of Bromley Limited are permitted to store your personal data, but not to process it further. The business can retain just enough information about to ensure the restriction is respected in the future (see your service level agreements). For current clients, exercising this right may prevent you from any services with Trees-UK of Bromley Limited where we no longer are able to process your data to perform tree services. Where agreements have not been completed, exercising this right, would block us from processing your data for any related purposes, and for completion of your registration of the agreement.

The right to data portability

You have the right for your information to be provided in a machine-readable format to enable easy transfer between processors. This right is available to the personal data provided by you.

The right to object

You have the right to object at any time to processing based on legitimate interest of Trees-UK of Bromley Limited act as a data Controllers on in the performance of a task to local authorities, or service providers.

Rights related to automated decision making and profiling

Where we use automated decision making that produce a legal effect, or similarly significant effect on you we will inform you and when this will happen. As applicable, where the decision is fully automated, we will ask for your consent for example arbor news information, changes to Trees-UK of Bromley Limited. This may impact a client's decision to award the business of suited products.

The right to complain

If you wish to discuss your personal data or lodge a concern about the way in which it is handled, please any of the following details:-

office@treesuk.com

Post: Trees-UK of Bromley Limited
Longfield Farm Cottage
Nash Lane
Keston
Kent BR2 6AP

The right to complain to the Supervisory Authority

If you are unhappy with our response, you have the right to complain to the Supervisory Authority, the details, are stated below:-

Supervisory Authority: Information Commissioners Office (ICO) Website: www.ico.org.uk/concerns/