

Scope

This document refers to personal data, which is defined as information concerning any living person (a natural person who hereafter will be called the Data Subject) that is not already in the public domain.

The General Data Protection Regulation (GDPR) which is EU wide and far more extensive than its predecessor the Data Protection Act, along with the Privacy and Electronic Communications Regulations (PECR), seek to protect and enhance the rights of EU data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU and its storage within the EEA. SRL Traffic Systems limited based at, The Light House, Road 5, Winsford Industrial estate, Winsford, CW7 3SG which hereafter for the purposes of this Privacy Notice will be referred to as the SRL Traffic Systems Ltd, is pleased to provide the following information:

Who We Are

SRL Traffic Systems Ltd is a national business providing the hire, sale, and service of intelligent transport systems, as well as the supply and distribution of associated spares and accessories. This incorporates Urban64® – which provides hire and installation of semi-permanent traffic control systems. SRL's portfolio consists of temporary and portable traffic signals, Variable Message Signs (VMS), security barriers, CCTV cameras and ANPR.

Personal Data

- A. SRL Traffic Systems Ltd uses the information collected from you to provide quotations, make telephone contacts and to email you information concerning your enquiry.
- B. For marketing purposes, SRL Traffic Systems Ltd may use the contact details provided by you to respond to your enquiries including making telephone contact, emailing information to you which we believe may be of interest to you.
- C. In making initial contact, you consent to SRL Traffic Systems Ltd maintaining a marketing dialogue with you until you either opt out (which you can do at any stage), or we decide to desist in promoting our services. At all times, the business will work hard to be fully GDPR compliant.
- D. Some personal data may be collected about you from the forms and surveys you complete, from records of our correspondence, when you visit a branch, from phone calls and details of your visits to our website, including but not limited to, personally identifying information like Internet Protocol (IP) addresses. SRL Traffic Systems Ltd may, from time to time use such information to identify its interested parties. Additional information may be collected from you when you hire or work on behalf of the company, such as a copy of your hired in plant insurances or other identity documents. Copies of these documents will only be retained for the duration of the hire / work agreement or account held and post agreement the document will be securely retained and after the retention date will then be shredded securely disposed of using reputable secure waste disposal companies.
- E. Our website uses cookies, which is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. SRL Traffic Systems Ltd do not utilise cookies to help the business to identify and track visitors and their website access preferences. Those website visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using the business's website.
- F. SRL Traffic Systems Ltd will only collect the information needed so that it can provide you with the products and/or services it provides; our business does not sell or broker your data.
- G. Telephone calls are currently not recorded, however as part of continual improvements our data systems may permit this function for future records to be used for training and security reasons. (As for moving forward all call data will not be retained unless it is required for legal reasons).
- H. Most vehicles operated by the business are fitted with 24/7 tracking and / or Dash Cam devices. In addition, the premises are equipped with CCTV camera for 24/7 security purposes. Please contact SRL Traffic Systems Ltd's representative at the end of this document for more information. Further information relating to privacy can be obtained from the Company Website.

Legal Basis for Processing Any Personal Data

To meet our contractual obligations to customers and legitimate interest to respond to enquiries concerning the products and/or services provided.

Legitimate Interests Pursued by The Business

To promote our products and/or services about the hire of traffic control systems and VMS equipment. To promote the hire business and the various products offered for construction and major projects and/or events. Communications may include direct mail, email, newsletters, telephone calls, social media, and any other channels to reach those who may be interested in hiring equipment.

Consent

Through agreeing to this privacy notice you are consenting to SRL Traffic Systems Ltd processing your personal data for the purposes outlined. You can withdraw consent at any time by using the postal, email address or telephone number provided at the end of this Privacy Notice.

Disclosure

SRL Traffic Systems Ltd will keep your personal information safe and secure, although our administration team will have access to your contact details so that they can manage your account. SRL Traffic Systems Ltd will not disclose your Personal Information unless compelled to meet legal obligations, regulations, or valid governmental requests.

The business may also enforce its Terms and Conditions, including investigating potential violations of its Terms and Conditions to detect, prevent or mitigate fraud or security or technical issues; or to protect against imminent harm to the rights, property, or safety of its staff.

Retention Policy

SRL Traffic Systems Ltd will process personal data during the duration of any business dealings and will continue to store only the personal data needed for eight years after any contract has expired to meet any legal obligations. After this period, all personal data will be deleted, unless basic information needs to be retained by us to meet our future obligations to you, such as erasure details. Records concerning minors will be retained until the child has reached the age of 25. (Under 18yrs).

Data Storage - All Data is held in the UK. SRL Traffic Systems Ltd does not store personal data outside the UK.

To access what personal data is held, identification will be required

SRL Traffic Systems Ltd will accept the following forms of ID when information on your personal data is requested: a copy of your driving license, passport, birth certificate and a utility bill not older than three months. A minimum of one piece of photographic ID listed above and a supporting document is required. If SRL Traffic Systems Ltd is dissatisfied with the quality, further information may be sought before personal data can be released.

Your Rights as a Data Subject Policy

At any point whilst SRL Traffic Systems Ltd is in possession of, or processing your personal data, all data subjects have the following rights:

- **Right of Access:** You have the right to request a copy of the information that we hold about you.
- **Right of Rectification:** You have a right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be Forgotten:** In certain circumstances you can ask for the data we hold about you to be erased from our records.
- **Right to Restriction of Processing:** Where certain conditions apply you have a right to restrict the processing.
- **Right of Portability:** You have the right to have the data we hold about you transferred to another organisation.
- **Right to Object:** You have the right to object to certain types of processing such as direct marketing.
- **Right to Object to Automated Processing, including Profiling:** You also have the right not to be subject to the legal effects of automated processing or profiling.

If SRL Traffic Systems Ltd refuses your request under rights of access, we will provide you with a reason as to why, which you have the right to legally challenge. At your request, SRL Traffic Systems Ltd can confirm what information it holds about you and how it is processed.

You can request the following information:

- Identity contact details of the person or organisation that has determined how and why to process your data.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of SRL Traffic Systems Ltd and information about these interests.
- The categories of personal data collected, stored, and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- How long the data will be stored.
- Details of your rights to correct, erasure, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to log a complaint with the supervisory authority (ICO).
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data was not collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

Shared Personal Data

The personal data to be shared between the parties under clauses of this policy. Shared Personal Data shall be confined to the following categories of information relevant to the following categories of data subject:

Data Subjects:

- Customers (including clients and candidates)
- Complainants and enquirers
- Advisors and other professional experts
- Employees

Personal Data:

- Personal and family details
- Email address
- Lifestyle and social circumstances
- Goods and services
- Financial details
- Images and video

Sensitive Personal Data:

- Physical or mental health details
- Trade union membership
- Racial or ethnic origin
- Religious or other beliefs of a similar nature

Complaints

If you wish to make a complaint about how your personal data is being processed by SRL Traffic Systems Ltd you have the right to complain to us. If you do not get a response within 30 days, you can complain to the ICO.

All requests should be made by email to: **office@srl.co.uk**, by phoning **+44 (0)1606 738866** or writing to us at the following address. – **HR Department, SRL Traffic Systems Ltd, The Light House, Road 5, Winsford Ind Est, Winsford, CW7 3SG, addressing to Mr. Mark Gordon, Data Controller.**

This Policy Statement is reviewed annually.



Mark Eburne
Chief Executive Officer

Dated: 23rd August 2024

Version Control

Version	Release Date	Reviewer	Approval Date
1.1	September 2024	John McLaughlin	August 2024