



Privacy Notice

Locksmith Frith Ltd

Address: 15 Rowan Grove, Burntwood, WS7 4RL

Tel: 07788 418186

Email: info@locksmithfrithltd.co.uk

Website: locksmithfrithltd.co.uk

Company Registration: 12014308

ICO Registration: ZB773253

VAT Registration: 469 9113 50

Introduction

Locksmith Frith Ltd takes data protection seriously. Our website will require some personal data at that time so that we can provide our clients with the information that they need. Throughout the process, we will require consent from all our clients, directly or indirectly.

The personal data processing shall always be in line with the UK General Data Protection Regulation (UK GDPR) and the UK-specific legislation applicable to the company.

This Privacy Notice is to inform our clients why we collect and process data and data subjects' rights relating to the collection and processing of personal data.

What types of information do we have?

Locksmith Frith Ltd delivers 24/7 emergency locksmith services operating in Lichfield, Burntwood, Cannock and surrounding areas. Therefore, we will require information that is relevant to the service and products required to meet the client's needs and expectations as we aim to deliver an efficient service to all our clients.



We will require the following information through our website:

- Whether you are enquiring or would like a quote or a callback,
- Name,
- Email address,
- Telephone number,
- Postcode,
- Urgency rating from 0-10,
- Your choice of service,
- A short message explaining your requirements.

This information will allow us to start the process, as we would have to identify which service is required. We will always aim to provide an effective and reliable service regardless of whether you are a new or returning client.

Once we have confirmed what service is required then we may need further information, including:

- Payment details – using Stripe <https://stripe.com/gb/privacy>
- UK Court Order (we will only view a valid copy)

How do we get the information and why do we have it

We receive information through:

- Website and email enquiries,
- Direct phone calls,
- Text messages.

Every so often, we may engage in promoting our products and services using:

- Recommendations,
- LinkedIn enquiries,
- Facebook,
- Instagram.

Most of the information we process is provided to us directly from the client so that we can provide an effective and efficient service for our clients. Following verbal and/or written discussions, all invoices will follow on acceptance. We also require the information for invoice and insurance purposes and any police investigations.

The information that you have given us needs to be accurate, therefore we may need to confirm that your information is correct.



Our Lawful Basis

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

- a) Your consent.
- b) You can remove your consent at any time.
- c) We have a legal obligation (if the information is required for police and/or insurance reports).
- d) We need it to perform a public task.
- e) We have a legitimate interest.

All clients can and must contact Ricky Frith at any time should anything change.

We have a 'consumer duty' to all clients who have permitted us to provide a specific service at their request.

Our legitimate interest is based on our clients' need for our services for which we are accountable. We must complete the document fully and store your information securely.

Your information will only be shared if:

- You provide us with written permission,
- It is for legal reasons with the insurance company or police investigators.

What do we do with the information?

We use the information that we have from you to:

- proceed with our services,
- respond to emails or messages with questions/queries regarding our services,
- process your new or current enquiries,
- inform you of any changes to our services and pricing,
- provide invoice/receipt of any payments.

All client information remains with our internal team, no information is shared with any individuals or third parties without consent from the client.

Sharing your information with third parties would consist of the following:

- Insurance company if required,
- Debt Collection Agencies,
- Any other legal authorities.



Cookies

The website uses cookies to monitor and track the performance of what clients are looking for. The cookies do not collect client information, but it does track the pages being viewed and whether you repeatedly visit the same page. Also, it can be identified as whether the website is user-friendly and highlights where we can improve overall or the specific web page. However, we do allow you to decline or accept whether we can monitor the performance of our website.

How we store your information

Locksmith Frith Ltd.'s client information will be stored within cloud-based CRM systems which are protected and accessed by Ricky Frith. Therefore, we will ensure that client information is stored securely.

Locksmith Frith Ltd stores client information on a server that is secure however, we do have several paper documents which we store in lockable cabinets.

HMRC will require us to keep the financial information for that period on the condition the information has not been used in court or as part of any investigations. However, some of your information may be deleted either as part of our Deletion Process or at your request at any time for whatever reason.

Locksmith Frith Ltd.'s deletion process will allow us to delete certain information if we decide that it is not relevant to the company. However, we are cautious about deleting any information relating to clients and/or the homeowner.

Your data protection rights

Under data protection law, you have rights including:

- **Your right of access** – You can ask us for copies of your personal information.
- **Your right to rectification** – You can ask us to rectify 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 can 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 information in certain circumstances.
- **Your right to object to processing** – You have the right to object to the processing of your data in certain circumstances.
- **Your right to data portability** – You have the right to ask that we transfer the information you gave us to another organisation, or 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.

How to complain

Address: 15 Rowan Grove, Burntwood, WS7 4RL

Tel: 07788 418186

Email: info@locksmithfrithltd.co.uk

Contact: Ricky Frith

NB: We would ask that you contact us first so we can address the issue or concerns so we can resolve it swiftly.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

Locksmith Frith Ltd may change this policy from time to time. This may be necessary, if the law changes, or if we change our business in a way that affects your personal information. This Privacy Notice was last updated on 3rd October 2024

Version: 1.0

Next Review Date: September 2026