



As a customer of Five Rivers, the security of your privacy and data is our priority. Five Rivers complies with all conditions of the new General Data Protection Regulations (GDPR) applicable from the 25th May 2018 and The Data Protection Act (1998) and all information provided by you will be treated securely and strictly in accordance with the above legislations and under the guidance of the ICO, further information can be found at [www.ico.org.uk](http://www.ico.org.uk).

This Privacy Policy details the following:

- What data do we collect?
- How do we use this data?
- Who do we share this data with?
- How long will we keep your data?
- What are your rights over your data?
- How to contact us should you have any questions.

We hope the following areas will answer any questions you have but if not, please do get in touch with the contact details at the footer of this document.

What data do we collect?

- Name and email address
- Contact information including mobile phone numbers
- Other information relevant to our services, pricing and quotations.

How do we use this data?

- For our own internal records
- To inform you of information relevant to the delivery of our services, financial transactions, pricing and customer offers.
- To contact you for genuine business reasons directly relating to our professional services.
- To send you communications required by law or which are necessary to inform you about changes to the services we provide to you. For example, updates to this Privacy Policy.

Of course, you are free to opt out of the above at any time by contacting us using the details at the bottom of the Privacy Policy.

Who do we share this data with?

We will only share your data with trusted third parties in very specific circumstances. For example, delivery couriers, for fraud management, to handle complaints, to help us personalise our offers to you and so on. We will never sell on your details to a third party for their marketing purposes.

Here's the policy we apply to those organisations to keep your data safe and protect your privacy:

- We provide only the information they need to perform their specific services.
- They may only use your data for the exact purposes we specify in our contract with them.
- We work closely with them to ensure that your privacy is respected and protected at all times.

If we stop using their services, any of your data held by them will either be deleted or rendered anonymous.

How long will we keep your personal data?

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

What are your rights over your data?

- To access, correct and update the data we hold
- To withdraw your consent to any consent-based communication e.g. our direct marketing
- To request copies of the data we hold

If we choose not to authorise any of the above, we will provide reasons for our refusal. Any questions?

If you have any questions that haven't been covered, please contact our team who will be pleased to help you.

info@thefiveriversgroup.co.uk  
Five Rivers Group  
11 Vicarage Place  
Walsall,  
WS1 3NA