

Privacy Policy

2025-27



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Privacy Statement

Who are we?

Specialist Fleet Services Ltd (“we”, “us”, “our”), is committed to protecting your privacy and personal data.

This Privacy Policy explains how we collect, use, store and protect personal data when you:

- Visit our website: www.sfs.co.uk
- Contact us or engage with our services
- Interact with us in a professional or business capacity

We are a **UK-based business**, and this policy applies in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)
- Relevant ICO guidance, including CCTV and call recording codes of practice

Information We Collect

We only collect **business-related personal data** and do not knowingly collect personal data for private, domestic, or consumer purposes. We do not transfer personal data outside of the United Kingdom.

The data we may collect includes:

- **Contact details:** name, business email address, business telephone number
- **Technical data:** IP address, browser type, device information
- **Professional information:** job title, employer, business address
- **Communications data:** emails, enquiry forms, call recordings
- **CCTV footage** recorded at our depots and offices
- **Marketing preferences**
- **Publicly available information**, such as professional social media profiles
- **Payment and transactional data**, where required for contractual purposes. Note we do not store full payment card details and use secure, PCI-compliant payment processors where applicable.

Telephone calls to and from our Head Office in Skelmersdale are recorded **for training, quality and monitoring purposes only**.

Lawful Basis for Processing

Under UK GDPR, we process data only where we have a lawful basis, including:

- **Contractual necessity** – to deliver services or manage agreements
- **Legitimate interests** – to operate, improve, and protect our business
- **Legal obligation** – compliance with UK law and regulation
- **Consent** – where required (e.g. certain marketing communications)

How we use Your Information

We use personal data to:

- Provide, manage and improve our services
- Respond to enquiries and provide customer support
- Administer contracts, billing and transactions
- Maintain security, prevent fraud and protect assets
- Monitor premises using CCTV for safety and crime prevention
- Record calls for quality assurance and training
- Send **B2B marketing communications** in line with PECR
- Comply with legal and regulatory obligations

Marketing Communications

We may send marketing communications by email or post **to individuals in their professional capacity** in accordance with the Privacy and Electronic Communications Regulations (PECR).

We rely on **legitimate interests** as our lawful basis for B2B marketing where:

- The recipient is acting in a business or professional role
- The contact details relate to a **corporate email address** or we have received a direct request to contact a non-corporate address (e.g. via a webform).
- The content is **relevant, proportionate and related** to the recipient's job function or organisation
- A clear and simple **opt-out mechanism** is provided in every communication

Our marketing communications may include:

- Information about our services
- Industry updates relevant to fleet, waste, infrastructure or transport operations
- Contract, availability or service updates
- Invitations to events or briefings

We will:

- Send marketing communications periodically, where relevant to the recipients role
- Clearly identify ourselves as the sender
- Honour all opt-out requests in a timely manner
- If you opt out of marketing communications, we will retain only minimal information necessary to ensure you are not contacted again.

You may unsubscribe at any time by:

- Using the unsubscribe link in our emails, or
- Emailing info@sfs.co.uk

Data Sharing

We retain personal data only for as long as necessary, considering:

- The purpose for which it was collected
- Legal and regulatory requirements
- Data sensitivity and risk
- Business and contractual obligations

Job applicants:

Where consent is provided, applicant data may be retained for up to 24 months, unless a longer period is agreed.

Data Security

We apply appropriate technical and organisational measures to protect data, including:

- Access controls and authentication
- Secure IT systems and monitoring
- SSO and 2FA log in.
- Encryption and anonymisation where appropriate
- Regular security and process reviews

No system is entirely risk-free, but we take reasonable steps to protect all data we hold.

Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion (where applicable)
- Object to processing
- Restrict processing
- Withdraw consent (where relevant)
- To exercise your rights, email: info@sfs.co.uk

Children's Privacy

Our website and services are not intended for children under the age of [16]. We do not knowingly collect personal information from children. If you believe we may have collected information from a child, please contact us, and we will promptly delete the information.

Links to Other Websites

Our website may contain links to third-party websites. Our website may use cookies for functionality and analytics.

Third-party websites linked from our site are governed by their own privacy policies.

CCTV and Call Recording

CCTV is used at our depots/premises for:

- Safety and security
- Crime prevention
- Operational monitoring

CCTV footage is retained for a limited period, typically no longer than 30 days, unless required for

investigation or legal purposes.

Call recording is conducted transparently and in line with ICO guidance.

Breach of data and Complaints

If a personal data breach occurs that poses a risk to your rights and freedoms, we will:

- Notify affected individuals promptly
- Notify the Information Commissioner's Office (ICO) where required

You may complain to the ICO at www.ico.org.uk, but we encourage you to contact us first so we can resolve the issue.

Changes to Policy

We may update this Privacy Policy from time to time. The updated policy will be posted on our website with the revised effective date. We encourage you to review this Privacy Policy periodically for any changes. Your continued use of our website and services after the posting of any modifications will constitute your acknowledgment and acceptance of the updated Privacy Policy.

Contact

- Should you wish to contact us regarding how we process your personal data and what data we have, please do so by email: info@sfs.co.uk

Date: 24/05/2025

Review date: 25/05/2027