



LAKESIDE FLOOD SOLUTIONS LTD.
Fforestfach Industrial Estate
Swansea, SA5 4HS
Tel: 01792 561117

Privacy & GPDR Data Protection Policy

Version 2.0

09/01/26

1. Data protection principles

Lakeside Flood Solutions Ltd. ("the Company") is committed to processing data in accordance with its responsibilities under the GDPR.

Article 5 of the GDPR requires that personal data shall be:

- a. processed lawfully, fairly and in a transparent manner in relation to individuals;
- b. collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- c. adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d. accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;
- e. kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals; and
- f. processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures."

2. General provisions

- a. This policy applies to all personal data processed by the Company
- b. The Responsible Person, Managing Director, shall take responsibility for the Company's ongoing compliance with this policy.
- c. This policy shall be reviewed at least annually.
- d. The Company shall register with the Information Commissioner's Office as an organisation that processes personal data.

3. Lawful, fair and transparent processing

- a. The Company will ensure that processing of data is lawful, fair and transparent
- b. Methods of processing and retaining data shall be reviewed at least annually.
- c. Individuals have the right to access their personal data and any such requests made to the Company shall be dealt with in a timely manner.

4. Lawful purposes

- a. All data processed by the Company must be done on one of the following lawful bases: consent, contract, legal obligation, vital interests, public task or legitimate interests ([see ICO guidance for more information](#)).
- b. Where consent is relied upon as a lawful basis for processing data, evidence of opt-in consent shall be kept with the personal data.

- c. Where communications are sent to individuals based on their consent, the option for the individual to revoke their consent should be clearly available and systems should be in place to ensure such revocation is reflected accurately in the Company's systems.

5. Data Collection

- a. The Company collects personal data via its online website portal in the form of a Contact Form, including name, address, telephone number and email address. The Data is entered on to an Excel spreadsheet
- b. The Company also collects trade data via trade shows and events, including name and email address. The Data is entered on to an Excel spreadsheet and also uploaded to a MailChimp contact database for newsletter distribution.

6. Data Minimisation

- a. The Company shall ensure that personal data are adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed

7. Data Access & Use

- a. Access to personal data shall be limited to personnel who need access and appropriate security should be in place to avoid unauthorised sharing of information.
- b. Only a key group of personnel have access to all personal data – Managing Director, Sales Director, Operations Manager and Receptionist.
- c. Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:
 - i. **Your consent.** You are able to remove your consent at any time. You can do this by contacting us on 01792 561117
 - ii. We have a legitimate interest

8. Accuracy

- a. The Company shall take reasonable steps to ensure personal data is accurate.
- b. Where necessary for the lawful basis on which data is processed, steps shall be put in place to ensure that personal data is kept up to date.

9. Security

- a. The Company shall ensure that personal data is stored securely using modern software that is kept-up-to-date.
- b. Data back-ups are kept in the form of hard copies and also back-ups via a cloud-driven software.
- c. When personal data is deleted this should be done safely such that the data is irrecoverable.
- d. Appropriate back-up and disaster recovery solutions shall be in place.

10. Breach

In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data, the Company shall promptly assess the risk to people's rights and freedoms and if appropriate report this breach to the ICO ([more information on the ICO website](#)).

11. Your Data Protection Rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal 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 have the right to 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 personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to 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.

Please contact us at sales@lakesidefloodsolutions.co.uk or on 01792 561117 if you wish to make a request.

12. How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at sales@lakesidefloodsolutions.co.uk or on 01792 561117.

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
ICO website: <https://www.ico.org.uk>