

## **PRIVACY POLICY**

Last updated: 22 May 2018

Headway Traffic Management takes your privacy seriously. This policy sets out how we will process your personal data. Please read it carefully.

### **Who we are**

For the purposes of the General Data Protection Regulations, the data controller is Headway Traffic Management Ltd. A data controller determines how and why personal data is processed.

Our address is Units 1-3 Hollyfarm Industrial Estate, Old Alcester Road, Portway, Birmingham, B48 7HX.

If you have any questions about data protection, please email us at [info@headwaytm.co.uk](mailto:info@headwaytm.co.uk).

### **What data we collect**

The personal data we collect from you includes:

- questions, queries or feedback you leave, including your email address if you contact us
- your email address and subscription preferences when you sign up to our email alerts
- how you use our emails - for example whether you open them and which links you click on
- your Internet Protocol (IP) address, and details of which version of web browser you used
- details of transactions you carry out through our website and of the fulfilment of your orders
- information on your visits to our website, including cookies, traffic data, location data, weblogs and other communication data

### **Why we collect it**

We use Google Analytics software to collect information about how you use our website. We do this to help make sure the site is meeting the needs of its users and to help us make improvements. Google Analytics stores information about:

- the pages you visit on our website
- how long you spend on each page
- how you got to our website
- what you click on while you're visiting the site

We also collect data in order to:

- improve our website by monitoring how you use it
- provide you with information, products or services that you request from us, or which we feel may interest you, where you have consented to be contacted for such purposes
- respond to any feedback you send us, if you've asked us to
- carry out our obligations arising from any contracts entered into between you and us
- send email alerts to users who request them
- notify you about changes to our products and/or services

We will not sell or rent your data to third parties or share it with third parties for marketing purposes.

We will share your data if we are required to do so by law, for example to prevent fraud or other crime.

**About cookies**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work (or work more efficiently), as well as to provide information to the owners of the site. You may delete and block all cookies from our website, but parts of the site will not work and you may be unable to access certain pages.

**How long we keep your data**

We will only retain your personal data for as long as it is needed for the purposes set out in this document or the law requires us to.

**Where your data is processed and stored**

The data that we collect from you is stored within the European Economic Area.

**How we protect your data and keep it secure**

We are committed to doing all that we can to keep your data secure. We have set up systems and processes to prevent unauthorised access or disclosure of your data. All information you provide to us is stored on secure servers, and we protect your data using varying levels of encryption.

**Your rights**

You have the right to request:

- information about how your personal data is processed
- a copy of that personal data
- that anything inaccurate in your personal data is corrected immediately

You can also:

- raise an objection about how your personal data is processed
- request that your personal data is erased if there is no longer a justification for it
- ask that the processing of your personal data is restricted in certain circumstances

If you have any of these requests, get in contact with our Data Protection Officer.

**Links to other websites**

Our website may, from time to time, contain links to and from other websites. These links may take you to sites operated by other organisations, over which we have no control and for which we are not responsible. These websites have their own privacy policies and we do not accept any responsibility or liability for these policies.

**Changes to this policy**

We may change this privacy policy. In that case, the 'last updated' date at the top of this page will also change. Any changes to this privacy policy will apply to you and your data immediately. If these changes affect how your personal data is processed, we will take reasonable steps to let you know.

**Contact us or make a complaint**

Questions, comments and requests regarding this privacy policy should be sent to [info@headwaytm.co.uk](mailto:info@headwaytm.co.uk).

Alternatively, you can contact us in writing at:

The Data Protection Officer  
Headway Traffic Management Ltd  
Units 1-3 Hollyfarm Industrial Estate  
Old Alcester Road  
Portway  
Birmingham  
B48 7HX