

EXPRESS HIRE GDPR POLICY

Express Hire is the trading name for Express Hire (Dorset) Ltd.



This privacy policy will explain how our organization uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How will we use your data?
- Marketing
- What are cookies?
- What types of cookies do we use?
- Privacy policies of other websites
- How to contact us
- How do we collect your data?
- How do we store your data?
- What are your data protection rights?
- How do we use cookies?
- How to manage your cookies
- Changes to our privacy policy
- How to contact the appropriate authorities

What data do we collect?

Our Company collects the following data:

- Personal identification information (Name, email address, phone number, etc.)
- Delivery & Site Addresses & Site Contact Details

How do we collect your data?

You directly provide Express Hire with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.

How will we use your data?

Express Hire collects your data so that we can:

- Process your order and manage your account.
- Email you with special offers on other products and services we think you might like.
- Manage the ongoing hire of our equipment or services.
- We will use your information when an account application is sent with our credit referencing agencies to protect our interests

When Express Hire processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

How do we store your data?

Express Hire securely stores your data at our Head Office in Poole, using a secure hire & sales software programme called Syrinx & accounts package called Xero.

Express Hire will keep your Name, Address for 12 months. Once this time period has expired, we will delete your data.

EXPRESS HIRE GDPR POLICY

Marketing

Express Hire would like to send you information about products and services of ours that we think you might like.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Express Hire from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please contact the sales office.

What are your data protection rights?

Express Hire would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request Express Hire for copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that Express Hire correct any information you believe is inaccurate. You also have the right to request Express Hire to complete the information you believe is incomplete.

The right to erasure – You have the right to request that Express Hire erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that Express Hire restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to Express Hire processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that Express Hire transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email:

Call us at our head office 01202 673 403, Or write to us: Express Hire (Dorset) Ltd. The Barn, Slepe Farm, Poole, BH16 6HS

Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

For further information, visit allaboutcookies.org.

How do we use cookies?

Express Hire uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website
- Giving you the option to repeat order

EXPRESS HIRE GDPR POLICY

What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- **Functionality** – Express Hire uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** – Express Hire uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Express Hire sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The Express websites contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy policy

Express Hire keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 22 January 2025.

How to contact us

If you have any questions about Express Hire privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Call our head office 01202 673 403 Or write to us: Express Hire (Dorset) Ltd. The Barn, Slepe Farm, Poole, BH16 6HS

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that Express Hire has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Visit their website: <https://ico.org.uk>

Call the ICO 0303 123 1113.