

External Privacy Notice

1. Introduction

Welcome to HighWater (Scotland) Ltd's Privacy Notice.

HighWater (Scotland) Ltd design, install and maintain private water supplies across Scotland, the North of England and the Isle of Man.

HighWater (Scotland) Ltd respect your privacy and are committed to protecting your personal data.

2. Purpose of the Privacy Notice

This Privacy Notice outlines how HighWater (Scotland) Ltd protect your personal data, inform you of your privacy rights and how the law protects you. This Privacy Notice aims to provide you with key information regarding how HighWater (Scotland) Ltd collect and process your personal data through your use of their website; <https://highwaterscotland.co.uk>.

It is important that you read this Privacy Notice alongside any other privacy notice that we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

3. Controller Details

HighWater (Scotland) Ltd is the 'Controller' and responsible for your personal data.

If you have any questions, concerns and/or complaints about this Privacy Notice, including any requests to exercise your legal rights, please contact us using the details set out below.

Contact Details

Name: David Hine
 Title: Training & Quality Manager / Data Protection Officer (DPO)
 Address: Highwater (Scotland) Ltd.
 Unit 10
 Grigorhill Ind Est
 Nairn
 IV12 5HX
 Email: david.hine@highwaterscotland.co.uk
 Telephone: 01667 451 009



If you are not satisfied with our response to your concern and/or complaint, you have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk).

4. Changes to this Privacy Notice and Your Duty to Inform Us of Changes

This Privacy Notice is under regular review. Due to changes in the law, the number of reviews will increase to ensure full compliance with Data Protection Law. Data Protection Law includes the General Data Protection Regulation 2016/679; the UK Data Protection Act 2018/UK GDPR and all relevant EU and UK data protection legislation. HighWater (Scotland) Ltd will follow procedures that aim to ensure that all stakeholders who have access to any personal data held by or on behalf of HighWater (Scotland) Ltd, are fully aware of and abide by their duties and responsibilities under Data Protection Law.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

5. Third-party Links

HighWater (Scotland) Ltd's website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you subsequently visit.

HighWater (Scotland) Ltd will not provide your personal data, received in accordance with the terms of this privacy notice, to third parties (other than those specified within this privacy notice) without your explicit and informed prior consent.

6. Personal Data

Personal data, or personal information, means any information about an individual from which that person can be identified.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity data** including your name and title
- **Contact data** including your billing address, delivery address, email address and telephone contact numbers
- **Financial data** including bank account and payment card details
- **Transaction data** including details about payments to and from you and other details of products and services you have purchased from us



HighWater

Private Water Supplies

- **Technical data** including internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website
- **Profile data** includes your username and password, purchase history and feedback
- **Marketing and Communications data** including your preferences in receiving marketing from us and your communications preferences)

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

7. Failing to Provide Personal Data

Where we need to collect personal data by law, or under the terms of a contract, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you. For example, to provide you with goods or services. In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

8. Collection of Personal Data

We use different methods to collect data from and about you including:

Direct interactions

You may give us your Identity, Contact and Financial Data by completing forms or by corresponding with us by post, telephone (please note: calls may be recorded), email or otherwise. This includes personal data that you provide when you;

- Apply for a credit account
- Request information about our products or services
- Enter a competition, promotion or survey
- Provide feedback
- Contact us

Automated technologies or interactions

When you interact with our website, we will automatically collect 'Technical Data' about your equipment, browsing actions and patterns. We collect this personal data by using Cookies and other similar technologies. Please see our Cookie Policy for further details.



Third parties or publicly available sources

We may receive personal data about you from various third parties and public sources as set out below.

- Analytics providers (e.g. Google based outside the EU)
- Contact, Financial and Transaction Data from providers of technical, payment and delivery services based outside the EU
- Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU

9. Using Your Personal Data

HighWater (Scotland) Ltd will only use your data in circumstances where data protection legislation permits. Most commonly, HighWater (Scotland) Ltd will use your personal data in the following circumstances:

- When HighWater (Scotland) Ltd is entering or has entered into a contract with you (e.g. providing goods and services)
- Delivering marketing and communications
- Carrying out polls and surveys
- Where we need to comply with a legal obligation
- Where we have received your informed and explicit consent to do so

If HighWater (Scotland) Ltd would like to process your personal data for a reason outside of your approval, HighWater (Scotland) Ltd will provide you with the necessary information and will request your explicit consent before continuing.

HighWater (Scotland) Ltd have the right to share your information with law enforcement or public authorities if legally required to do so, or to prevent security, fraud and/or technical issues.

10. Marketing

HighWater (Scotland) Ltd strive to provide you with choices regarding certain personal data uses, particularly in relation to marketing and advertising.

HighWater (Scotland) Ltd may use your Identity, Contact, Technical, Usage and Profile Data to understand what you may want or need, or what may be of interest to you. This marketing activity enables HighWater (Scotland) Ltd to select the products, services and offers that may be relevant to you.

You will receive marketing communications from HighWater (Scotland) Ltd if you have requested information from them or have given your specific and informed consent to receiving that marketing.

Opting Out

You can request that HighWater (Scotland) Ltd or third parties stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting HighWater (Scotland) Ltd at any time or logging into the website and adjusting your marketing preferences.

You can contact HighWater (Scotland) Ltd by completing the Contact Us Form located on the HighWater (Scotland) Ltd website: <https://highwaterscotland.co.uk/contact>

Where you opt out of receiving marketing messages, this will not apply to personal data provided to us other than in accordance with this Privacy Notice.

Cookies

You can set your browser to refuse all or some browser Cookies, or to alert you when websites set or access Cookies. If you disable or refuse Cookies, please note that some parts of HighWater (Scotland) Ltd's website may become inaccessible or not function properly. For more information about the Cookies we use, please refer to HighWater (Scotland) Ltd's Cookie Policy.

Please note: HighWater (Scotland) Ltd only use necessary and analytical Cookies on their website and do not use Cookies for marketing purposes.

11. Data Security

HighWater (Scotland) Ltd have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or inappropriately accessed, altered or disclosed. In addition, HighWater (Scotland) Ltd limit access to your personal data to those employees, agents, contractors and other third parties who have a distinct business need to know. They will only process your personal data following HighWater (Scotland) Ltd's explicit instructions and they are subject to a duty of confidentiality.

HighWater (Scotland) Ltd have implemented robust systems and procedures specifically designed to resolve any suspected personal data breach and will notify you and any applicable regulator of a breach where HighWater (Scotland) Ltd are legally required to do so.

12. Data Retention

HighWater (Scotland) Ltd will only retain your personal data for as long as reasonably necessary to fulfil the purposes it was collected for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements.

HighWater (Scotland) Ltd may retain your personal data for a longer period in the event of a complaint or if there is a possibility of litigation.



To determine the appropriate retention period for personal data, HighWater (Scotland) Ltd consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether HighWater (Scotland) Ltd can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

By law, HighWater (Scotland) Ltd have to keep basic information about their members (including Contact, Identity, Financial and Transaction Data) for six years after they cease being members for tax purposes.

In some circumstances you can ask HighWater (Scotland) Ltd to delete your data. Please refer to 'Data Subject Rights' below for further information.

In some circumstances, HighWater (Scotland) Ltd will anonymise your personal data so that it can no longer be associated with you and will use it for research and/or statistical purposes. In these cases, HighWater (Scotland) Ltd may use this information indefinitely without further notice to you.

13. Data Subject Rights

HighWater (Scotland) Ltd has robust systems and processes in place to ensure that they can facilitate any request made by an individual to exercise their rights under Data Protection Law. All staff have received training and are aware of the rights of Data Subjects. HighWater (Scotland) Ltd employees can identify such a request and know who to send it to.

All requests will be considered without undue delay and within one month of receipt as far as possible.

Subject Access:

The right to request information about how personal data is being processed, including whether personal data is being processed and the right to be allowed access to that data and to be provided with a copy of that data along with the right to obtain the following information:

- The purpose of the processing
- The categories of personal data
- The recipients to whom data has been disclosed or which will be disclosed
- The retention period
- The right to lodge a complaint with the Information Commissioner's Office
- The source of the information if not collected direct from the subject
- the existence of any automated decision making

Rectification:

The right to allow a Data Subject to rectify inaccurate personal data concerning them



Erasure:

The right to have data erased and to have confirmation of erasure, but only where:

- The data is no longer necessary in relation to the purpose for which it was collected, or where consent is withdrawn
- Where there is no legal basis for the processing
- There is a legal obligation to delete data

Restriction of Processing:

The right to ask for certain processing to be restricted in the following circumstances:

- If the accuracy of the personal data is being contested
- If our processing is unlawful but the Data Subject does not want it erased
- If the data is no longer needed for the purpose of the processing but it is required by the Data Subject for the establishment, exercise or defence of legal claims
- If the Data Subject has objected to the processing, pending verification of that objection

Data Portability:

The right to receive a copy of personal data which has been provided by the Data Subject and which is processed by automated means in a format which will allow the individual to transfer the data to another data controller. This would only apply if HighWater (Scotland) Ltd was processing the data using consent or on the basis of a contract.

Object to Processing:

The right to object to the processing of personal data unless HighWater (Scotland) Ltd can demonstrate compelling and legitimate grounds for the processing, which override the interests of the Data Subject or for the establishment, exercise or defence of legal claims.

If a Data Subject has any concerns or wishes to exercise any of their rights under Data Protection Law, they can contact the Data Protection Officer (DPO) in the following ways:

Name: David Hine

Address: Highwater (Scotland) Ltd, Unit 10 Grigorhill Ind Est, Nairn, IV12 5HX

Email: david.hine@highwaterscotland.co.uk

Telephone: 01667 451 009



Appendix 1 – Frequently Asked Questions (FAQ)

1. What is the UK GDPR?

The UK GDPR refers to the **UK General Data Protection Regulation**. It is a UK law which came into effect on 01 January 2021. It sets out the key principles, rights and obligations for most processing of personal data in the UK, except for law enforcement and intelligence agencies. UK GDPR is an adaptation of EU GDPR to ensure the law works effectively domestically.

2. What information does the UK GDPR apply to?

The UK GDPR applies to ‘personal data’, which means any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier. You can find more detail in the key definitions section of our Guide to the UK GDPR.

3. What is the Data Protection Act (DPA) 2018?

The DPA 2018 enacts the GDPR into UK law, and in doing so has included various ‘derogations’ (exemptions from or relaxations of the law) as permitted by the GDPR.

4. How does UK GDPR relate to the EU

The United Kingdom General Data Protection Regulation (UK-GDPR) is the UK’s data privacy law that governs the processing of personal data from individuals inside the UK. The UK-GDPR was drafted as a result of the UK leaving the EU, which resulted in the EU’s GDPR not applying domestically to the UK any longer.

5. If I have observed a possible/actual breach of data protection, who should I contact?

Name: David Hine
Title: Training & Quality Manager / Data Protection Officer (DPO)
Address: Highwater (Scotland) Ltd.
Unit 10
Grigorhill Ind Est
Nairn
IV12 5HX
Email: david.hine@highwaterscotland.co.uk
Telephone: 01667 451 009

6. If I am not satisfied with HighWater (Scotland) Ltd’s response to my complaint / concern, who do I contact?

You can contact ICO: <https://ico.org.uk/make-a-complaint/>

7. If I do not consent to my personal data being used, what can I do about it?

You can unsubscribe from the marketing communications at any time by either contacting HighWater (Scotland) Ltd’s via the Contact Us Form located on their website or logging into the website and updating your marketing preferences directly. If you suspect that your data is being used inappropriately and/or unlawfully, please contact HighWater (Scotland) Ltd’s Data Protection Officer (details outlined under point 6).



8. What is Sensitive Data?

Sensitive personal data is defined as personal data consisting of information as to:

- Race
- Ethnic origin
- Politics
- Religion
- Trade union membership
- Genetics
- Biometrics (where used for ID purposes)
- Health
- Sex life
- Sexual orientation

9. What is HighWater (Scotland) Ltd's pledge regarding Subject Data rights?

HighWater (Scotland) Ltd has processes in place to ensure that it can facilitate any request made by an individual to exercise their rights under the GDPR 2018 and Data Protection Act 2018. All staff have received training and are aware of the rights of data subjects. Staff can identify such a request and know who to send it to.

All requests will be considered without undue delay and within one month of receipt as far as possible.