

# Data Protection and Privacy Policy

## 1 Data Protection and Privacy

---

Moorhead Richardson Ltd. considers the privacy of our staff, suppliers and customers and the protection of their data to be of utmost importance. Moorhead Richardson Ltd. will never sell, rent or otherwise distribute or make public any personal information held.

## 2 Relevant Legislation

---

Moorhead Richardson Ltd. aims to comply with:

- UK Data Protection Act 1988 (DPA)
- EU General Data Protection Regulation 2018 (GDPR).

## 3 Personal Information Collected by MRL

---

**3.1 Individuals or companies contacting Moorhead Richardson Ltd.**  
When individuals or companies contact Moorhead Richardson Ltd. (for example by letter, telephone, email or website forms), the data supplied is immediately directed to a senior member of Moorhead Richardson Ltd.'s staff, who will act on the content appropriately. The data retained will only include whatever information is freely provided in the communication to Moorhead Richardson Ltd. Data are stored for only as long as necessary to process the enquiry and for no longer than 30 days should the enquiry not proceed to a project. Moorhead Richardson Ltd.'s use of the enquiry information shall only be to respond directly to the enquiry. Enquiry data does not automatically enter a marketing email or any other means of automatic marketing. Moorhead Richardson Ltd. may request that the company information contained in the enquiry be held on the Moorhead Richardson Ltd. client database for ease of reference for future enquiries.

### 3.2 Project Information

Moorhead Richardson Ltd. will need to hold data to service its clients, for example accounting data, contact data, site information and design information. On completion of the Project, this data shall be assessed. Selected data will be retained in accordance with the Limitation Act 1980, all other data will be destroyed.

### 3.3 Moorhead Richardson Ltd.'s Website

MRL's website uses Google Analytics to track user interaction. The data are used to determine the number of people using the site to understand better how the site is used. None of the data that Google Analytics collects is used to identify the site visitor to MRL. Google Analytics uses cookies, details of which can be found on Google's developer guides. A visitor disabling cookies on their Internet browser will stop Google Analytics from tracking any part of their visit to pages within MRL's website. Google is a third-party data processor.

## 4 Rights Under GDPR

---

Under the GDPR there are a number of rights for those whose data is held, including:

- Right of access to request a copy of the information held.
- Right of rectification of data that is held that is inaccurate or incomplete.
- Right for the data held to be erased from Moorhead Richardson Ltd.'s records.
- Right to restriction of processing of data held.
- Right of portability of the data held to another organisation.
- Right to object to certain types of processing, such as for direct marketing.
- Right to object to automated processing, including profiling.

## 5 Moorhead Richardson Ltd. Website Server

---

The web site is hosted on UK-based datacentres by a GDPR-compliant web host, Wix.Com.

## 6 Data Storage and Security

---

All data is stored electronically. Wherever possible, hard copy data is converted to an electronic copy and the hard copy documents destroyed. All electronic data is stored on Moorhead Richardson Ltd.'s server, which is cloud based, with a secure physical back-up system.

## 7 Data Breaches

---

Moorhead Richardson Ltd. will report any unlawful data breach to any and all relevant persons and authorities within 72 hours of the breach, if it is apparent that personal data stored in an identifiable manner has been stolen and there is a high likelihood or severity of the resulting risk to people's rights and freedoms.

## 8 Data Controller

---

Moorhead Richardson Ltd. is the 'data controller' for all data issues under the GDPR.

## 9 Policy Amendments

---

This Data Protection and Privacy Policy may change from time to time in line with legislation or industry developments. Moorhead Richardson Ltd. will not explicitly inform our clients or website users of these changes. We recommend that you check this page occasionally for any policy changes.

Gareth Moorhead (to be signed and dated annually)

Signature:

A handwritten signature in black ink, appearing to read 'G. Moorhead', with a horizontal line underneath the name.

Date: 02 September 2024