

PRIVACY NOTICE

Ardent Hire Solutions Limited (“we”, “us” or “our”) are committed to protecting and respecting your (“you” or “your”) privacy.

This policy (together with our [Website Terms and Conditions](#), our [Cookies Policy](#) and any other documents referred in any of these documents) sets out the basis on which any Personal Data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your Personal Data and how we will treat it.

1. DEFINITIONS

In this policy the following words will have the following meanings:

Ardent Hire Solutions Limited a company registered in England and Wales with registered number 03987596 and whose registered office address is at Ardent House, 32 Crown Road, Enfield, Middlesex, England, EN1 1TH;

Data Protection Laws means any applicable law relating to the processing, privacy and use of Personal Data, including the General Data Protection Regulation 2016/679 (“**GDPR**”) as transposed into United Kingdom (**UK**) national law by operation of section 3 of the European Union (Withdrawal) Act 2018 and as amended by the Data Protection, Privacy and Electronic Communications (Amendments etc.) (EU Exit) Regulations 2019 (“**UK GDPR**”), together with the Data Protection Act 2018, the Privacy and Electronic Communications (EC Directive) Regulations 2003 (as amended or supplemented), or other data protection or privacy legislation in force from time to time in the UK.

Personal Data means any information relating to an identified or identifiable natural person (a “Data Subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person and where referred to in this policy includes the special categories of Personal Data as set out in Article 9 of the UK GDPR.

2. INFORMATION WE COLLECT FROM YOU

2.1 We will collect and process the following Personal Data about you:

2.1.1 **Information you give us.** This is information about you that you provide to us via our [website](#) (“**our site**”), including by filling in forms (such as a request for one of our brochures or a plant hire/sale enquiry) or by corresponding with us by telephone, e-mail or otherwise. The information you give us may include your name, address, e-mail address and telephone number, financial and credit card information.

- 2.2 **Information we collect about you.** With regard to each of your visits to our site we will automatically collect the following information:
- 2.2.1 technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
 - 2.2.2 information about your visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any telephone number used to call our customer service number.
- 2.3 **Information we receive from other sources.** This is information we receive about you when working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies). We will notify you when we receive information about you from them and the purposes for which we intend to use that information.

3. **COOKIES**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie Policy](#).

4. **USES MADE OF THE INFORMATION**

- 4.1 We will only use your Personal Data to the extent that the law allows us to do so. Under the UK GDPR we require a lawful basis to process your Personal Data. Most commonly we will use your Personal Data in the following circumstances:
- 4.1.1 where we need to perform the contract we are about to enter into or have entered into with you; and
 - 4.1.2 where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- 4.2 We use information held about you in the following ways:
- 4.2.1 for the processing of an enquiry form completed by you;
 - 4.2.2 to process a request for a brochure or in response to you having expressed an interest in one or more of our products or services;
 - 4.2.3 providing your information to our marketing department who may contact you by post, telephone or email to request feedback and comments on our products/services or to provide information to you which may be of interest to you;
 - 4.2.4 providing your information to our agents and service providers for purposes set out in this policy; and

- 4.2.5 if applicable, to process your application for employment and, if you agree to this, we shall then retain a copy of your CV in case of suitable future opportunities. You may be subject to automated decision making as part of the application process.

INFORMATION YOU GIVE TO US.

- 4.3 We will use this information to:

- 4.3.1 carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- 4.3.2 provide you with information about other goods and services we offer that are similar to those that you have already purchased or about which you have enquired;
- 4.3.3 provide you with information about goods or services we feel may interest you. If you are an existing customer, we will only contact you by electronic means (e-mail or text message) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer we will contact you by electronic means only if you have consented to this and if you do not want us to use your Personal Data you will be able to withdraw your consent by contacting our data protection team using the contact details contained in section 14.
- 4.3.4 notify you about changes to our products or services; and
- 4.3.5 ensure that content from our site is presented in the most effective manner for you and for your computer.

5. INFORMATION WE COLLECT ABOUT YOU.

- 5.1 We will use this information:

- 5.1.1 to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- 5.1.2 to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- 5.1.3 as part of our efforts to keep our site safe and secure;
- 5.1.4 to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and/or
- 5.1.5 to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

6. INFORMATION WE RECEIVE FROM OTHER SOURCES.

We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

7. DISCLOSURE OF YOUR INFORMATION

- 7.1 You agree that we have the right to share your Personal Data with:
- 7.1.1 selected third parties including: business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you;
 - 7.1.2 analytics and search engine providers that assist us in the improvement and optimisation of our site;
 - 7.1.3 credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.
- 7.2 We will disclose Personal Data to third parties:
- 7.2.1 in the event that we sell or buy any business or assets, in which case we will disclose your Personal Data to the prospective seller or buyer of such business or assets;
 - 7.2.2 if Ardent Hire Solutions Limited or substantially all of its assets are acquired by a third party, in which case Personal Data held by it about our customers will be one of the transferred asset; and
 - 7.2.3 if we are under a duty to disclose or share your Personal Data in order to comply with any legal obligation, or in order to enforce or apply our Website Terms and Conditions and other agreements; or to protect the rights, property, or safety of Ardent Hire Solutions Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

8. WHERE WE STORE YOUR PERSONAL DATA

- 8.1 All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted.
- 8.2 Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your Personal Data, we cannot guarantee the security of your Personal Data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

9. TRANSFERRING PERSONAL INFORMATION GLOBALLY

During the course of our business, your personal information may be transferred and stored in countries outside the European Economic Area (EEA), including to jurisdictions that have different standards of data protection. Where this occurs, we will take appropriate steps ensure that transfers of personal information are in accordance with Data Protection Laws, carefully managed to protect your privacy rights and interests, and limited to countries which are recognised as providing an adequate level of legal protection or where we can be satisfied that alternative arrangement are in place to protect your privacy rights. You have a right to [contact us](#) for more information about the safeguards we have put in place (including a copy of relevant contractual commitments) to ensure the adequate protection of your personal information when this is transferred as mentioned above.

10. RETENTION OF PERSONAL DATA

We will only retain your Personal Data for as long as necessary to fulfil the purposes for which we collected your Personal Data.

To determine the appropriate retention period for Personal Data, we consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorised use or disclosure of that Personal Data, the purposes for which we process your Personal Data and whether we can achieve those purposes through other means, and the applicable legal requirements. Please refer to our "Data Retention Policy" for a full schedule.

11. YOUR RIGHTS

Under certain circumstances, by law you have the right to:

- 11.1 **Request access** to your Personal Data (commonly known as a 'subject access request'). This enables you to receive a copy of the Personal Data we hold about you and to check that we are lawfully processing it.
- 11.2 **Request correction** of the Personal Data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- 11.3 **Request erasure** of your Personal Data. This enables you to ask us to delete or remove Personal Data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your Personal Data in certain circumstances.
- 11.4 **Object to processing** of your Personal Data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground.
- 11.5 **Request the restriction of processing** of your Personal Data. This enables you to ask us to suspend the processing of Personal Data about you, for example if you want us to establish its accuracy or the reason for processing it.
- 11.6 **Request the transfer** of your Personal Data to another party.

If you want to review, verify, correct, or request erasure of your Personal Data, object to the processing of your Personal Data, or request that we transfer a copy of your Personal Data to another party, please contact our data protection team using the details provided in section 14.

- 11.7 Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any Personal Data to these websites.

12. RIGHT TO LODGE A COMPLAINT WITH INFORMATION COMMISSIONER'S OFFICE ("ICO")

If you have any complaints about the way in which we process your Personal Data please do contact us using the details provided in section 14. Alternatively, you have the right to lodge a formal complaint with the ICO.

13. CHANGES TO OUR PRIVACY NOTICE

Any changes we make to our privacy notice in the future will be posted on our website and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy notice.

14. CONTACT

Questions, comments and requests regarding this privacy notice are welcomed and should be addressed to our data protection team at the following e-mails address DPO@ardenthire.com.