

Privacy Policy

This policy relates to the privacy of your personal data at Data Driven Logistics Ltd.

About Data Driven Logistics Ltd:

Data Driven Logistics Ltd is an established organisation, created specifically to address the needs of logistics and supply chain companies. The organisation serves a broad range of medium to large-sized organisations in the manufacturing, service and retail sectors, as well as many third-party logistics providers.

The organisation's range of practical, innovative and flexible software enables organisations to streamline supply chain operations, cut costs and improve performance and customer service. Data Driven Logistics Ltd provide expert logistics advice, software and support services to companies covering a broad size and industry spectrum.

Data Driven Logistics Ltd provides a wealth of professional expertise encompassing a full range of IT services geared specifically towards logistics and supply chain management. These include Account Management, Business Development, Consultancy, Project Management, Business Analysis, Implementation and Deployment, Training and 24x7 Support

Under the new General Data Protection Regulation (GDPR) which governs Data Protection, we are required to give you a clear understanding of how and why we process your data, and what our position is, in this relationship

We are the Data processor.

As we process the data on behalf of our clients collected from you, we are classed as the processor of your personal data. This means it is our responsibility to ensure that the data we process is controlled effectively and protected at all times. Should you have any questions about the processing of your data you can contact us directly using the following methods: [post] Data Driven Logistics, Thornton House, Cemetery Road, Stoke on Trent. ST4 2DL. [Telephone] – 08458 733200. [Email] DPO@datadrivenlogistics.com

Why we need your personal data and what we need to do with it.

Your personal data will be managed in accordance with the new Data Protection Regulation (GDPR) under the following principles:

- **1. Lawful Basis:**
 - Our lawful basis for processing your data comes under both contract and legitimate interests. We process your data in order to fulfil our contract with our clients. (If you are a business, and



providing us with driver data, you will need to make sure that drivers are aware that we are processing their personal data.)

○ **2. Purpose Limitation:**

- Your data will only be collected for specified, contractual and legitimate purposes meaning that as well as using the data to identify you and perform any contract with you, we may use it for:
 - Marketing purposes if you consent
 - Newsletter subscriptions you sign up to
 - Other products/services provided by Data Driven Logistics Ltd. that we may offer to you if you consent to us sending you such offers.
 - If we have collected your information for a specific purpose, we will not use it for anything else unless you have been informed and, where relevant, your permission obtained

○ **3. Data Minimisation:**

- We will not ask for more information than we need for the purposes for which we are collecting it

○ **4. Data Accuracy:**

- We will update our records when you inform us that your details have changed

○ **5. Storage Limitation:**

- We will only retain your personal data for the length of time as stated by our client as part of our contractual obligations.

○ **6. Integrity and Confidentiality:**

- We have implemented appropriate technical and operational measures to protect the integrity and confidentiality of your personal data, Data Driven Logistics Ltd. Is ISO 27001 certified.

Policies and processes we have to protect your rights as the 'Data Subject'

Under the GDPR you have a number of 'rights' which you can exercise at any time. Should you wish to do so, please contact the person named at the end of this Notice. These rights might include:

- the right to access all of the data we process on you. This will be supplied to you within 1 month from the request being received.
- the right for any inaccurate data we hold on you to be corrected. We will make your amendments without undue delay
- where the contract has ended but consent has been obtained to process your data, you may have the right to be forgotten and your personal data erased without undue delay
- the right to object/withdraw your consent
- the right to restrict us from processing your personal data which can be reversed through consent from you the 'data subject'
- the right to have your personal data to be ported from Data Driven Logistics to another controller



- the right to object to automated decision making, whereby we may use your data for profiling purposes to make a decision.

Where we cannot comply with one of these rights, or we need additional time to comply, we will provide you with a full explanation within the timescales required by the Regulation.

Transferring personal data

Due to the nature of the business, we work with a variety of GDPR compliant businesses who act as our processors which store and process your personal data on our instructions. Below is a list of our main categories of processor:

- Website development and hosting companies
- Customer Relationship Management platforms
- Email platforms
- Financial and leasing companies
- Installation engineers
- Information Technology platforms
- Secure servers

International Transfers

At no time does your personal information leave the EU.

Talking to us about your rights or this Notice

Should you wish to speak to us about the way we process your data, or wish to exercise your rights as listed above, please contact Data Driven Logistics Ltd. Data Protection leads, Dave Holstead or Matthew Aston via dpo@datadrivenlogistics.com

However if you wish to direct your questions to the ICO, you can find their details at www.ICO.org.co.uk