

Privacy Policy

Darren Oldfield Architects are committed to protecting and respecting your privacy.

This policy explains when and why we collect personal information about you, how we use it, the conditions under which we may disclose it to others, how we keep it safe and secure and your rights and choices in relation to your information.

We encourage you to read this policy carefully and contact us with any questions or concerns about our privacy practices.

Any questions regarding this policy and our privacy practices should be sent by email to info@darrenoldfield.co.uk or by writing to the Data Protection Officer, Darren Oldfield Architects Ltd, D111 Parkhall Business Centre, 40 Martell Road, London, SE21 8EN. Alternatively, you can telephone 0208 425 2209.

This privacy notice applies to our website, email marketing and services that you may appoint us to undertake on your behalf.

How do we collect information from you?

We obtain information about you in the following ways:

Information you give us directly

For example, we may obtain information about you when you contact us to make an initial enquiry, when you purchase our services, when you ask us to contact third parties on your behalf, or when you register to receive one of our newsletters.

Information you give us indirectly

Your information may be shared with us by third parties, which might include:

- Contractors, builders and other craftspeople with whom you have already worked
- Professionals recommending our services to you upon your request; and
- Subcontractors acting on our behalf who provide us with technical, payment or delivery services, our business partners, advertising networks analytics providers and search information providers.

You should check any privacy policy provided to you where you give your data to a third party.

When you visit our website

We, like many companies, automatically collect the following information:

technical information, including the type of device you're using, the IP address, browser and operating system being used to connect your computer to the internet. This information may be used to improve the services we offer.

Information about your visit to this website, for example we collect information about pages you visit and how you navigate the website, i.e. length of visits to certain pages, products and services you viewed and searched for, referral sources (e.g. how you arrived at our website).

We collect and use your personal information by using cookies on our website – more information on cookies can be found under the 'Use of Cookies' section below.

Social Media

When you interact with us on social media platforms such as Facebook, Instagram and Twitter we may obtain information about you (for example, when you 'like' one of our posts). The information we

receive will depend on the privacy preferences you have set on those types of platforms.

What type of information is collected from you?

The personal information we collect, store and use might include:

your name and contact details (including postal address, email address and telephone number);

information about your activities on our website and about the device used to access it, for instance your IP address and geographical location; and
any other personal information shared with us.

Data protection laws recognise certain categories of personal information as sensitive and therefore requiring greater protection, for example information about your health, ethnicity and religion.

We do not usually collect sensitive data about you unless there is a clear and valid reason for doing so and data protection laws allow us to. For example, if you inform us of a particular aspect of personal information that is relevant to the provision of our services, we will retain this data only for as long as it is required to provide our services to you.

Where appropriate, we will make it clear why we are collecting this type of information and what it will be used for.

How and why is your information used?

We may use your information for a number of different purposes, which may include:

providing you with the services, products or information you asked for
carrying out our obligations under any contracts entered into between you and us;
keeping a record of your relationship with us;
conducting analysis and market research to better understand how we can improve our services, products or information;
seeking your views or comments on the services we provide;
notifying you of changes to our services;
sending you communications which you have requested and that may be of interest to you. These may include information about our goods and services, awards and prizes, or recruitment campaigns; and
processing grant or job applications.

How long is your information kept for?

We keep your information for no longer than is necessary for the purposes it was collected for. The length of time we retain your personal information for is determined by operational and legal considerations. For example, we are legally required to hold some types of information to fulfil our statutory and regulatory obligations (e.g. health/safety and tax/accounting purposes).

We review our retention periods on a regular basis.

Who has access to your information?

We do not sell or rent your information to third parties.

We do not share your information with third parties for marketing purposes.

However, we may disclose your information to third parties in order to achieve the other purposes set out in this policy. These third parties may include:

Third parties working on our behalf

We may pass your information to our third party service providers, suppliers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to help administer our contract with you and your contract with the suppliers of construction goods and services). However, when we use these third parties, we disclose only the personal information that is necessary to deliver the services and we will seek your consent before we do so. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

Third Party Service Providers we work with

Our trusted third party service providers provide a range of quality and reliable products and services designed to meet the needs of architectural design and construction. When you enquire about or purchase one or more of these products, the relevant third party product provider will use your details to provide you with information and carry out their obligations arising from any contracts you have entered into with them. They will be acting as a joint controller of your information and therefore we advise you to read their Privacy Policy. These third party service providers will share your information with us which we will use in accordance with this policy.

We may transfer your personal information to a third party if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our staff, , customers, users of the website or others. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Lawful Processing

Data protection law requires us to rely on one or more lawful grounds to process your personal information. We consider the following grounds to be relevant:

Specific Consent

Where you have provided specific consent to us using your personal information in a certain way, such as to send you email marketing.

Performance of a contract

Where we are entering into a contract with you or performing our obligations under it, like when you appoint us for your project.

Legal obligation

Where necessary so that we can comply with a legal or regulatory obligation to which we are subject, for example where we are required to submit planning permission applications on your behalf, or to comply with the legal obligations of building and construction in the UK.

Vital interests

Where it is necessary to protect life or health (for example in the case of any accidents arising on site during a construction project) or a safeguarding issue which requires us to share your information with

the emergency services.

Legitimate interests

Where it is reasonably necessary to achieve our or others' legitimate interests (as long as what the information is used for is fair and does not duly impact your rights).

We consider our legitimate interests to be running Darren Oldfield Architects as a small business in pursuit of our aims and ideals. For example to:

send email communications or updates which we think will be of interest to you;
conduct research to better understand how people choose/use our services and products;
determine the effectiveness of our services and marketing;
monitor who we deal with to protect the business against fraud, money laundering and other risks;
enhance, modify, personalise or otherwise improve our services /communications for the benefit of our clients; and
better understand how people interact with our website.

When we legitimately process your personal information in this way, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal information where our interests are overridden by the impact on you, for example, where use would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law).

When we use sensitive personal information, we require an additional legal basis to do so under data protection laws, so will either do so on the basis of your explicit consent or another route available to us at law (for example, if we need to process it for employment, social security or social protection purposes, your vital interests, or, in some cases, if it is in the public interest for us to do so).

Marketing Communications

We may use your contact details to provide you with information about the work we do, as well as the products and services you can obtain from us, if we think it may be of interest to you.

Email

You may opt out of our marketing communications at any time by clicking the unsubscribe link at the end of our marketing emails.

Email marketing messages & subscription

Under the GDPR we use the legitimate interests and consent lawful bases for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the '**What type of information is collected from you?**' section above. Any email marketing messages we send are done through an EMS: an email marketing service provider. An EMS is a third party service provider of software / applications that allows people to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide

you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences.

Our EMS provider is MailChimp. We hold the following information about you within our EMS system;

Email address

I.P address

Subscription time & date

Telephone/text/post

We will only ever send marketing communications to you via telephone if they are directly related to products or services you have explicitly requested. We will only send you marketing communications by post if this is part of the products and services we provide to you.

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about the products and services we provide, then you can let us know in the following ways:

You can unsubscribe from our mailing list using the unsubscribe button at the bottom of our newsletters.

You can contact us directly to change your marketing preferences.

We're committed to putting you in control of your data so you're free to change your marketing preferences (including to tell us that you don't want to be contacted for marketing purposes) at any time using: info@darrenoldfield.co.uk or by post: Data Protection Officer, Darren Oldfield Architects Ltd, D111 Parkhall Business Centre, 40 Martell Road, London SE21 8EN or by phone: 0208 425 2209.

We will not use your personal information for marketing purposes if you have indicated that you do not wish to be contacted and will retain your details on a suppression list to help ensure that we do not continue to contact you. However, we may still need to contact you for administrative purposes like where we are processing aspects of our contract with you, or congratulating you on your completed project, or thanking you for your participation in an event.

Your Rights

Under UK data protection law, you have certain rights over the personal information that we hold about you. Here is a summary of the rights that we think apply:

Right of access

You have a right to request access to the personal data that we hold about you.

You also have the right to request a copy of the information we hold about you, and we will provide you with this unless legal exceptions apply.

If you want to access your information, please send a description of the information you would like to see and proof of your identity by post to the address provided below.

Right to have your inaccurate personal information corrected

You have the right to have inaccurate or incomplete information we hold about you corrected. The accuracy of your information is important to us so we're working on ways to make it easier for you to

review and correct the information that we hold about you. In the meantime, if you change email address, or if you believe any of the other information we hold is inaccurate or out of date, please contact us via email or post (see below). Alternatively, you can telephone 0208 425 2209.

Right to restrict use

You have a right to ask us to restrict the processing of some or all of your personal information if there is a disagreement about its accuracy, or we're not lawfully allowed to use it.

Right of erasure

You may ask us to delete some or all of your personal information and in certain cases, and subject to certain exceptions; we will do so as far as we are required to. In many cases, we will anonymise that information, rather than delete it.

Right for your personal information to be portable

If we are processing your personal information (1) based on your consent, or in order to enter into or carry out a contract with you, and (2) the processing is being done by automated means, you may ask us to provide it to you or another service provider in a machine-readable format.

Right to object

You have the right to object to processing where we using your personal information (1) based on legitimate interests, (2) for direct marketing or (3) for statistical/research purposes.

If you want to exercise any of the above rights, please email us at info@darrenoldfield.co.uk or write to the Data Protection Officer, Darren Oldfield Architects Ltd, D111 Parkhall Business Centre, 40 Martell Road, London SE21 8EN . We may be required to ask for further information and/or evidence of identity. We will endeavour to respond fully to all requests within one month of receipt of your request, however if we are unable to do so we will contact you with reasons for the delay.

Please note that exceptions apply to a number of these rights, and not all rights will be applicable in all circumstances. For more details we recommend you consult the guidance published by the UK's [Information Commissioner's Office](#).

Keeping your information safe

When you give us personal information, we take steps to ensure that appropriate technical and organisational controls are in place to protect it. We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

Unless you are an employee, we do not retain, store or process any sensitive information (such as financial details, or those relating to your health, religion or other personal details of this nature). This issue is covered in our separate Employee Privacy Policy.

Non-sensitive details (your email address etc.) are transmitted via our secure email server. For more details about the terms and conditions of our email and domain service provider, [please click here](#).

Marketing emails are provided via a secure EMS server. You can find out more about [MailChimp's privacy policy here](#) and about [MailChimp's security policy here](#).

Keeping your information up to date

We take reasonable steps to ensure your information is accurate and up to date.

Where possible we use publicly available sources to identify deceased records or whether you have changed address.

We really appreciate it if you let us know when your contact details change.

Use of 'cookies'

Like many other websites, our website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. For example, we use cookies to store your country preference. This helps us to deliver a more personalised service when you browse our website and improves our services.

It is possible to switch off cookies by setting your browser preferences. Please consult our website for further details about the cookies we use and store, and for information about how to opt out of non-essential cookies.

Review of this Policy

We keep this policy under regular review. This policy was last updated in August 2018.