

# **Privacy Notice – Jenkinsons**

**Effective Date: 1.12.2025**

## **1. Introduction**

Welcome to the Jenkinsons Privacy Notice.

Jenkinsons (“we”, “us”, “our”) is committed to safeguarding your personal information and respecting your privacy. This notice explains how we collect, use, store, and protect your personal data, as well as your rights and how the law protects you.

Please read this notice alongside any other privacy statement we may issue on specific occasions— this ensures you fully understand how and why your data is being used.

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## **2. Important Information and Who We Are**

### **Purpose of this Privacy Notice**

This Privacy Notice outlines how Jenkinsons collects and processes your personal data, including information you may provide when:

- Signing up for an account or mailing list
- Requesting a quotation
- Purchasing goods or services
- Entering a promotion, survey, or competition
- Communicating with us by phone, email, or through our website

### **Controller**

Jenkinsons is the data controller and is responsible for your personal data.

### **Data Protection Officer (DPO)**

We have appointed a Data Protection Officer who oversees all matters relating to this Notice. The DPO reports directly to an Information Security Director, Adam Mills.

If you have questions, or wish to exercise your legal rights, please contact:

**Full name of legal entity:** Jenkinsons

**DPO Contact:** Jelena Zujovic

**Email:** jelena.zujovic@jenkinsons.co.uk

**Postal address:** Kitling Road, Knowsley Business Park, Prescot, Merseyside, L34 9JR

**Telephone:** 0151 546 7744

You may lodge complaints with the **Information Commissioner's Office (ICO)** at any time. However, we would appreciate the chance to address your concerns first— please contact us so we can assist.

### **Changes to This Notice**

This policy may be updated periodically. We encourage you to revisit it regularly to stay informed.

Please notify us if your personal information changes during your relationship with us.

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## **3. The Data We Collect About You**

“Personal data” means any information that identifies an individual.

We may collect, use, store, and transfer the following categories:

- **Identity Data:** name, title, job role, username
- **Contact Data:** billing and delivery addresses, email, telephone numbers
- **Financial Data:** bank details and payment information
- **Transaction Data:** details of purchases, payments, and order history
- **Technical Data:** IP address, login details, browser type, device information, operating system, time zone
- **Profile Data:** account credentials, purchase history, preferences, survey responses
- **Usage Data:** how you interact with our website and services
- **Marketing & Communications Data:** preferences for receiving marketing communications

We may also collect **Aggregated Data** for analytical or statistical purposes. Although derived from personal data, aggregated data does not identify individuals.

### **If You Fail to Provide Personal Data**

If required information is not provided, we may be unable to fulfil a contract — such as processing orders or creating an account.

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## 4. How We Collect Your Personal Data

We use various methods to collect data:

### Direct Interactions

You may provide data by:

- Creating an account
- Requesting a quotation
- Applying for a credit account
- Making a purchase
- Contacting us by email, phone, or web form
- Joining our mailing list
- Entering competitions or promotions
- Providing feedback
- **Third Parties & Public Sources**
- We may receive data from:
- **Payment service providers** (e.g., payment gateways)
- **Delivery and logistics partners**
- **Credit reference agencies** (with your consent)
- **Public sources** such as Companies House

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## 5. How We Use Your Personal Data

We will only process your data when legally permitted. Common reasons include:

- **Performance of a Contract:** providing goods and services
- **Legitimate Interests:** operating, improving, and protecting our business
- **Legal or Regulatory Obligations:** complying with law

We rely on consent only for certain marketing activities. You may withdraw consent at any time.

### Purposes for Which We Use Your Personal Data

Below is a full breakdown of how Jenkinsons uses your personal data, the type of data involved, and the lawful basis we rely on. In some cases, more than one lawful basis may apply.

<b>Purpose / Activity</b>	<b>Type of Data</b>	<b>Lawful Basis</b>
Registering you as a new customer	Identity, Contact	Performance of a contract with you
Process and deliver orders, including managing payments, fees, and recovering monies owed	Identity, Contact, Financial, Transaction, Marketing & Communications	Performance of a contract with you; Legitimate interests (recovering debts)
Manage our relationship with you, including notifying you of changes to terms or privacy policy, requesting feedback or surveys	Identity, Contact, Profile, Marketing & Communications	Performance of a contract; Legal obligation; Legitimate interests (keeping records updated, improving services)
Enable participation in competitions, promotions, or surveys	Identity, Contact, Profile, Usage, Marketing & Communications	Performance of a contract; Legitimate interests (developing products/services, growing business)
Operate, protect, and administer our website and IT systems, including troubleshooting, analytics, security, hosting	Identity, Contact, Technical	Legitimate interests (running business, IT administration, fraud prevention, business continuity); Legal obligation
Deliver relevant website content and advertisements, and measure effectiveness	Identity, Contact, Profile, Usage, Marketing & Communications, Technical	Legitimate interests (understanding customer behaviour, refining marketing, growing business)
Use analytics to improve website, services, and customer experience	Technical, Usage	Legitimate interests (customer insights, improving operations)
Make recommendations about goods or services	Identity, Contact, Technical, Usage, Profile	Legitimate interests (developing products/services, increasing engagement)

## **6. Marketing**

We may use your data to determine which services or products may be relevant to you.

You will receive marketing communications if:

- You have requested information from us
- You have purchased from us and have not opted out
- You have opted into our mailing list

### **Third-Party Marketing**

We will not share your data with external companies for their own marketing unless you explicitly consent.

### **Opting Out**

You can opt out at any time via:

- Unsubscribe links
- Contacting our DPO

Opting out of marketing does not affect service-related communications.

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## **7. Cookies**

You can set your browser to refuse cookies; however, certain parts of our website may not function correctly.

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## **8. Disclosures of Your Personal Data**

We may share data with:

- Internal departments within Jenkinsons
- Trusted service providers (IT, hosting, analytics, payment processors)
- Logistics partners and couriers
- Professional advisers (lawyers, auditors, insurers)

- HMRC and regulatory authorities
- Business buyers in the event of acquisition or restructuring

All third parties must protect your data and process it only under our instructions.

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## **9. International Transfers**

We do not routinely transfer personal data outside the UK/EEA. If a transfer is necessary, we will ensure adequate safeguards are in place.

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## **10.Data Security**

We take data security seriously and use appropriate technical and organisational measures to prevent loss, unauthorised access, modification, or disclosure.

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## **11.Data Retention**

We retain personal data only for as long as necessary for the purposes collected, including legal, tax, and reporting obligations.

Typically, we retain:

- Customer and financial records for **7 years** after the end of your customer relationship (HMRC requirement).
  - Aggregated or anonymised data may be retained indefinitely.
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## **12.Your Legal Rights**

## Your Data Protection Rights Under GDPR

If you are a resident of the European Union, you have certain data protection rights covered by GDPR

Jenkinsons aims to take reasonable steps to allow you to:

- Request access to your personal data
- Request correction of your personal data
- Request erasure of your personal data
- Object to processing of your personal data
- Request restriction of processing of your personal data
- Request transfer of your personal data
- Withdraw consent at any time

To exercise any rights, contact the DPO.

We may need to verify your identity before proceeding.

We aim to respond within **one month**.

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## 13.Security of Your Personal Information

We use a variety of security measures to maintain the safety of your personal information. However, please also remember that we cannot guarantee that the internet itself is 100% secure.

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## 14.Glossary

**Legitimate Interests:** our interest in running and developing our business to deliver quality services. We balance these interests carefully against your privacy rights.

**Performance of Contract:** processing necessary to supply products or services.

**Legal Obligation:** processing required for compliance with laws and regulations.

**Third Parties:**

- IT and technical service providers
  - Professional advisers
  - Logistics partners
  - Government authorities
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