

Privacy policy

We are committed to safeguarding your privacy; this policy sets out how we will treat your personal data when using our websites, buying our products or when we provide services to you. We have provided this policy to ensure that you understand what personal data we may collect and hold about you, what we may use it for and how we keep it safe. You have legal rights to access the personal data that we hold about you and to control how we use it which are also explained.

Our websites use cookies. By using our websites and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

(1) Who we are and how you can contact us

We are Ernest Doe and Sons Ltd, a subsidiary of Doe Holdings Ltd. Our head office address is Ulting, Maldon, Essex, CM9 6QH, registered number 431173.

We manage the following websites: ernestdoe.com; ernestdoepower.com; ernestdoeshop.com; used.ernestdoe.com; ukgolfbuggies.co.uk; ernestdoeladercranes.com and edp-caseih.com.

You can contact us in writing at the head office address, or by emailing customerinfo@ernestdoe.com. If you would like to speak to us please call on 01245 380311.

Please refer to the sections on 'Your rights' to know what personal data we hold and to control how we use it and 'How to make a complaint' for further contact information.

(2) What personal data do we collect?

We may collect, store and use the following kinds of personal information:

- (a) technical data about your computer and about your visits to and use of our websites (including your IP address, your login information, geographical location and time zone setting, browser type and version, operating system and platform, referral source, length of visit, page or product views or searches, website navigation, download errors, page interaction such as clicks, scrolling and mouse-overs);
- (b) personal data that you provide to us for the purpose of registering with us or product purchasing. The personal data that you provide to us may include your name, address, email address and phone number, financial and credit card information;
- (c) data that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters;
- (d) any other data that you choose to send to us.

(3) Cookies

Our websites use cookies to distinguish you from other users of our websites. A cookie consists of a piece of text sent by a web server to a web browser and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We use both "session" cookies and "persistent" cookies. We will use the session cookies to: keep track of you whilst you navigate the websites. We will use the persistent cookies to: enable our websites to recognise you when you visit.

Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use Google Analytics to analyse the use of our websites. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated is used to create reports about the use of the websites. Google will store this information. Google's privacy policy is available at: <http://www.google.com/policies/privacy/>.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking "Tools", "Internet Options", "Privacy", and selecting "Block all cookies" using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites.

(4) What we use your personal data for

Personal data that you provide to us is used in the following ways:

Personal data submitted to us via our websites will be used for the purposes specified in this privacy policy or as detailed at the point of submission.

We may use your personal data to:

- (a) administer our websites;
- (b) improve your browsing experience by personalising our websites;
- (c) enable your use of the services available on our websites;
- (d) send you general (non-marketing) commercial communications;
- (e) send you email notifications which you have specifically requested;
- (f) deal with enquiries and complaints made by or about you relating to our websites.

Personal data that you provide to us is used to:

- (a) provide you with the information, products and services that you request from us;

- (b) provide you with marketing information in accordance with your marketing preferences;
- (c) manage and administer our business;
- (d) review and improve our products and services.

We may provide your personal data to third parties, this will include statistical data about our users, but will not be used to identify any individual user.

(5) Personal data used for marketing

We will add your details to our marketing database if:

- (a) you make an enquiry about our products or services;
- (b) You buy our products or services;
- (c) you have registered an account on our website and you have opted in to receiving marketing communications;
- (d) You have informed a third party you would like them to pass your contact details to us, so that we can send you updates about our products and services.

(6) Consent to use your personal data

We will not without your express consent provide your personal data to any third parties for the purpose of direct marketing.

We may use your personal data in the day to day running of our business without asking for your consent, because:

- (a) we are entering into and carrying out our obligations under a purchase or service contract with you;
- (b) we need to use your personal data for our own legitimate purposes (such as the administration and management of our business and the improvement of our services) and our doing so will not interfere with your privacy rights.

(7) Personal data you are legally obliged to provide

You are not under a legal obligation to provide us with any of your personal data but please be aware that if you choose not to provide us with your personal data we may be unable to provide our products and or services to you.

(8) Disclosures of personal data

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the day to day running of our business and as set out in this privacy policy, as follows:

- (a) other subsidiaries of Doe Holdings Ltd;
- (b) suppliers and business partners we work with to provide you with products and services that you have requested from us;
- (c) credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

In addition, we may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any legal proceedings or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

Except as provided in this privacy policy, we will not provide your information to third parties.

(9) International data transfers

Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this privacy policy.

Information which you provide may be transferred to countries which do not have data protection laws equivalent to those in force in the European Economic Area.

You expressly agree to such transfers of personal information.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

(10) Security of your personal information

We will take every care to ensure that your personal data is kept secure and will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information. You are responsible for keeping passwords secure and confidential.

Our e-commerce site, ernestdoeshop.com, is SSL certified. Secure Sockets Layer (SSL) is a computer protocol that helps secure communications over computer networks. However, we cannot guarantee the security of data sent over the internet and you send us personal data at your own risk. Once we have received your personal data, we will use procedures and security features to try and prevent unauthorised access, of which are as follows; storing personal data on our secure servers, encrypting payment transactions, minimising paper records, maintaining firewalls and anti-virus software to minimise the risk of unauthorised access to our systems and other appropriate security measures required.

All our card payments are handled through our payment services provider, Barclaycard. You can review the Barclaycard privacy policy at <https://www.barclaycard.co.uk/personal/privacy-policy>. We will share information with Barclaycard only to the extent necessary for the purposes of processing payments you make via our stores and online shop and dealing with complaints and queries relating to such payments.

(11) Retention of personal data

We only keep your personal data for as long as we need to. For business purposes this will include:

- (a) contact details, including your name;
- (b) product and or services purchase details;
- (c) complaint records.

(12) Policy amendments

We will review and may update this privacy policy from time-to-time, to reflect changes in the law or internal procedures. The latest version of our privacy policy will always be dated and available on our website www.ernestdoe.com

(13) Your rights to know what personal data we hold and to control how we use it

You have a legal right to know what personal data we hold about you, this is called the 'Right of Subject Access Request (SAR)'. You can exercise this right by sending us a written request at any time, instructing us to provide you with any personal information we hold about you. Please mark your letter "Subject Access Request" and address it to Customer Info, Ernest Doe and Sons Ltd, Ulting, Maldon, Essex, CM9 6QH or by email to customerinfo@ernestdoe.com.

Provision of such information will be subject to the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

We may withhold such personal information to the extent permitted by law.

You also have rights to:

- (a) instruct us not to process your personal information for marketing purposes. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes;
- (b) have inaccurate personal data corrected, blocked or erased;
- (c) object to decisions being made about you by automated means;

- (d) object to our using your personal data in ways that are likely to cause you damage or distress;
- (e) restrict our use of your personal data;
- (f) require that we delete your personal data.

You can find full details of your personal data rights on the Information Commissioner's Office website at www.ico.org.uk

(14) Third party websites

Our websites contain links to other websites. We are not responsible for the privacy policies or practices of third party websites.

(15) Updating information

Please let us know if the personal information which we hold about you needs to be corrected, updated or removed. You can contact us by email at customerinfo@ernestdoe.com or by post at Customer Info, Ernest Doe and Sons Ltd, Ulting, Maldon, Essex, CM9 6QH.

(16) Contact and complaints

If you have any questions about this privacy policy or are unhappy with our treatment of your personal data, please email us at customerinfo@ernestdoe.com or write to us by post at Customer Info, Ernest Doe and Sons Ltd, Ulting, Maldon, Essex, CM9 6QH.

You are also entitled to make a complaint to the Information Commissioner's Office (ICO) which you can do by visiting www.ico.org.uk. Whilst you are not required to do so, we encourage you to contact us directly to discuss any concerns you may have and allow us an opportunity to address these before you contact the ICO.

(17) Data controller

The data controller responsible in respect of the information collected on this website is ERNEST DOE & SONS LIMITED.

Our data protection licence number is Z7100451.