

# Cadence Performance Limited, t/a Giant Crystal Palace, Giant Radlett and Giant Twickenham

## Privacy Policy

This policy explains how Cadence Performance Ltd uses the personal data collected from you. It also describes how long that information is kept for and the limited circumstances in which we might disclose it to third parties. It applies from 25<sup>th</sup> May, 2018.

### **What we do with your personal data**

We use your data to provide you with the best service we can. This includes:

1. Improving our products and services for you.
2. Providing you with the products and services you have selected, keeping you up-to-date and informed and responding to your queries.
3. Legal, regulatory or business reasons such as assessing credit risk when provisioning loans, ensuring we provide the products and services you have selected and assisting with crime and fraud prevention.

### **We may use personal data to:**

1. Provide you with the products and services you have selected and to manage your account with us.
2. Provide you with access to parts of our website.
3. Contact you if necessary.
4. Send you information about our products and services by email or other means if you have opted in to receiving relevant marketing communications.

### **We are allowed to use your information in these ways because:**

1. We need it to provide you with products and services.
2. We have a legitimate business interest in some uses of your information.
3. You may have given your consent to us to use it for certain activities, eg marketing communications.

### **Who do we share your personal data with and why?**

1. With legal or regulatory bodies if they request it and are authorised to do so.
2. We do not pass your information on to any third party for marketing purposes.

### **What personal details do we hold?**

Cadence Performance Ltd holds three types of personal information which allow us to provide you with great service:

1. Customer provided information - customers' contact details are used to confirm bookings, notify customers when their purchase is complete, forward requested information and other limited legitimate uses. Contact details will only be used for marketing purposes, where

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customers have given specific permission and no customer contact details will be passed on to third parties for any marketing purposes.

2. Customer contact records - Records of emails and postal interactions with our website and customer centre are maintained for audit, training and service improvement purposes.
3. Purchase records - These are retained as evidence in the event of a dispute or for customer information if requested.

## **Length of time information will be held**

In order to comply with the General Data Protection Regulations, your details will be kept for the shortest time required. This will vary according to the type of data being held.

## **How to access your personal data**

If you wish to see full details of the information Cadence Performance Ltd holds in connection with you, you will need to make a subject access request under the General Data Protection Regulations. To initiate a subject access request, email: [GDPR@cadenceperformance.com](mailto:GDPR@cadenceperformance.com) or call us on 020 8676 8825.

## **How to change your marketing preferences**

You can opt in and out of marketing communications at any time by following unsubscribe links at the bottom of any marketing emails or text messages received from Cadence Performance Ltd.

## **Keeping your details secure**

Cadence Performance Ltd is committed to keeping your data secure. We use a variety of security technologies and procedures to help protect your personal data from unauthorised access, use or disclosure.

## **What rights do you have?**

Under the GDPR you have the following rights:

1. To be informed about how we use your personal data
2. Right of access to the data (Subject Access Request)
3. Right for the rectification of errors
4. Right to erasure of personal data (please note, this is not an absolute right)
5. Right to restrict the processing or to object to processing of personal data, though we may be able to refuse that request if we are legally entitled to process the data.
6. The right to portability.
7. The right to make a complaint to the Information Commissioner ([www.ico.org.uk](http://www.ico.org.uk)) if you think that any of your rights have been infringed by us.

To exercise any of your rights, you will need to contact us by email, [GDPR@cadenceperformance.com](mailto:GDPR@cadenceperformance.com) or in person, providing a copy of your passport, driving licence or birth certificate, so that we can verify your identity. We are required to respond to your request

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within 1 month. We reserve the right to charge an admin fee or refuse a request, where they are clearly unreasonable, excessive or repetitive.