

Website Privacy Notice

This privacy policy tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

Who are we?

We are BFW Management Ltd. (Atlas). Our address is: Ainscoe House, 12 East Park Drive, Blackpool, FY3 8DX. By email: enquires@bfwml.co.uk or by calling: 0300 123 11 33.

We are not required to have a Data Protection Officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

When you use our website

When you use our website to browse our services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better.

Some of the cookies we use are strictly necessary for our website to function and we don't ask for your consent to place these on your computer. These cookies help us to understand how visitors interact with websites by collecting and reporting information anonymously. The three cookies used are shown below:

Cookie Name	Purpose	Further Information
_ga	Statistic gathering	This HTTP cookie registers a unique ID that is used to generate statistical data on how the visitor uses the website, <u>expiring after two years.</u>
_gat	Statistic gathering	This HTTP cookie is used by Google Analytics to throttle request rate
_gid	Statistic gathering	This HTTP cookie registers a unique ID that is used to generate statistical data on how the visitor uses the web site.

However, for those cookies that are useful but not strictly necessary we will always ask for your consent before placing them. These are:

Cookie Name	Purpose	Further Information
Collect	Marketing	This pixel cookie is used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

For more information about our use of cookies, please see our cookie policy.

When you submit an enquiry via our website

When you submit an enquiry via our website, we ask you for your name, email address and subject of your enquiry.

We use this information to respond to your enquiry, including providing you with any requested information about our products and services. We may also email you several times after your enquiry to follow up on your interest and ensure that we have dealt with your enquiry to your satisfaction.

We will do this based on our legitimate interest in providing accurate information prior to fully answering your enquiry.

Your enquiry is stored and processed by the Business Support Team. When your enquiry form is submitted, an email is sent to: enquires@bfwml.co.uk an account visible to the Business Support Team. The email is stored on our email server, provided by Microsoft.

We do not use the information you provide to make any automated decisions that might affect you.

We keep enquiry emails for 90 days, after which they are securely archived and kept for six years, when we delete them, unless the information is needed for legislative purposes.

Your right as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time.

If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased. You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling. To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the 'Who Are We' section of this policy.

Right to complain

If you have a complaint about our use of your information, you can contact the Information Commissioner's Office via their website at: www.ico.org.uk/concerns or write to them at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Updates to this policy

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

We will update the version number and date of this document each time it is changed.

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