



Ashtead Plant Hire Co. Ltd & divisions

Privacy Policy

Introduction

What this policy is for

This Policy explains how we collect, use and disclose information about you. By using your information, we can provide the product or service you have asked for. The use of your information helps us understand what your needs and interests are, provide personalised content and match the most relevant services for you.

Your consent

By completing our registration forms (*for example through our websites or mobile applications ("Apps"), or by the continued use of our services*), you consent to the use of your personal information in accordance with this Policy. This includes any sensitive personal information that you may provide.

Who we are

Ashtead Group whose Head Office is 100 Cheapside, London, EC2V 6DT is the holding company for Ashtead Plant Hire Co Ltd that includes divisions. Ashtead Plant Hire Co Ltd & divisions will collect, use and disclose personal information in line with this Policy. A company that decides how it uses personal information is called a Data Controller.

Collection of information

Registration, forums, apps and your dealings with us

We collect information about you when you provide it to us. For example, when you fill out our online forms, subscribe to one of our websites, respond to one of our promotions, enquire about our products and services or participate in a survey (*which could be online through our websites or our apps*), by telephone or in person, or on paper. If you telephone us or if we call you, the call may be recorded for quality, training and management purposes, all calls will be retained for a maximum of 14 days and then deleted. We may also record customer enquiries via online chat for the same purposes.

Information from devices

We also collect information indirectly from you, from the device you may be using when you interact with one of our websites or use our apps. This can include your geographic location. We may also collect information from cookies placed on your computer or device.

Social login

If you log in to our websites or online services through a third-party site, such as Facebook, that site may pass information to us, such as, user ID, name associated with the ID, email address and location, plus other information permitted under the privacy policy for that website. Our websites may also return information about you to that social networking site regarding your login.

Posts, comments and interaction

When you communicate with Ashtead Plant Hire Co Ltd & divisions, for example through the use of polls, comments, text messages, email, phone or letters we reserve the right to display this content indefinitely in any relevant context subject to our judgement. This may be anonymised in the case of testimonials or customer service conversations.

Public information and posts

Any information about yourself or others that you submit on social media sites, including chat rooms, blogs and forums, will be viewed by other people. As such, this personal data may be viewed, collected and used by third parties, including search engines, over which we have no control. We are not responsible for either the information you submit/post or otherwise make available in such public areas or any use that may be made of such information by any third party.

Other sources

We may also obtain information about you from other companies that have your permission to share information about you, as well as from other online and offline sources. We may combine this information with information we collect directly or indirectly from you.

Information about other people

By giving us information about another person, you confirm that they have appointed you to act for them, for you to provide us with their information, including sensitive personal data, and to the transfer of their information abroad and to receive on their behalf any data protection notices.

How we use and share your information

Deliver services, improve experience and personalisation

We will use your information to provide you with the requested products and services, to provide a greater personalised experience and to manage our relationship with you, including allowing you to interact, comment, and participate in online interaction and transactions. We may use your information to monitor, improve, and protect our products, content, services and websites, both online and offline. We may also provide you with help and support where we believe it is required. For example, we may contact you when a checkout journey is not completed, if you have provided your information.

The content on our websites and in our communications with you may be adjusted depending on what we know about the content, products and services that you may like. This means we can highlight content and articles that we believe will be of interest to you. We provide personalisation by using cookies, IP addresses, web beacons, URL tracking and app settings.

Market research

We may use your information to conduct market research in order to improve the services we offer and to develop new products and services.

Deliver relevant advertising

We use targeted advertising to provide online advertisements that we believe are more relevant to your interests. We deliver online adverts based on the way you interact with us on our websites, mobile apps and tablet editions of our products and services. We may use information obtained through your participation in offers and events provided both by us and in cooperation with our commercial partners to deliver more relevant online adverts. We may also use your device's location to deliver relevant online advertising. The information is aggregated and advertising based on your interests and profile is then displayed, when you visit websites or apps that use the same advertising networks.

Third party advertising

Advertising content may be adjusted depending on personal information. In some instances, this targeted advertising may be created by third parties and the information will be collected and held by these third parties outside of our control. We accept no responsibility for the content of advertising material, including any error, omission or inaccuracy contained within it.

Relevant communications

Unless you have told us otherwise, we may use your information to send you newsletters, bulletins and other information about your chosen services (*your newsletter subscription or one of our campaigns*).

Direct marketing

This may include communications by post, telephone, email and messages to your mobile phone and through social media (*such as Facebook and Twitter*) about us and our business partners' products and services, events and offers.

Sharing within Ashtead Plant Hire Co Ltd & Divisions

Where you consent, we may share your information:

within Ashtead Plant Hire Co Ltd & divisions (*as defined in this policy*) for use in accordance with this Policy;
and

within Ashtead Group who may be outside of the UK, for use in accordance with this Policy.

Sharing with third parties

We may pass your information to suppliers we use to provide services that involve using data on our behalf, for example for delivery services or market research agencies. We may also use suppliers to collect your information on our behalf but the use of your information will still be subject to this Policy.

If we provide to you a service that is dependent on age or residency and we have an obligation to verify this information, then we may pass your details to a third party to carry out the verification for us.

We will only disclose your information to third party companies for their purposes, including marketing, when we have your permission to do so.

To provide co-branded services and features

We may offer co-branded services or features, such as competitions or other promotions, together with a third party and may share the information you provide with that third party. These co-branded services may be hosted by us or by the third party. The third party's use of your information will be governed by their privacy policy, which you should always read.

Linked services

Our services may be linked to websites operated by third party companies, and may carry advertisements or offer content, functionality, newsletters or applications developed and maintained by unaffiliated companies. We are not responsible for the privacy practices of unaffiliated companies, and once you leave the services or click an advertisement you should check the applicable privacy policy of the other service.

Allowing social sharing functionality

By logging in with or connecting your account with social media, you are permitting us to share information we collect from and about you with that social media provider, other users and your friends, and you understand that the social media service's use of the shared information will be governed by the social media service's privacy policy. If you do not want your personal information shared in this way, please do not connect your social media service account with your account, and do not participate in social sharing on our websites or apps.

Disclosures required by law

Your personal information will be disclosed where we are obliged by law to do so. We may also disclose your personal information where we are allowed by law to protect or enforce our rights or the rights of others and for the detection and prevention of crimes, such as fraud.

Acceptable use of services

If you post or send offensive or objectionable content anywhere on or to any of our websites or apps, or otherwise engage in any disruptive behaviour on any of our websites or apps, we may use the information that is available to us about you to stop such behaviour. This may involve informing relevant third parties such as your employer and law enforcement agencies about the content and your behaviour.

Sale of our business

If we sell part or all of our business, customer information may be one of the transferred business assets. If this happens, your information may be disclosed to any successors of our business for them to use for the purposes set out in this Policy.

Payment and credit checks

Customer information will be used to take payment for products and services and may be used to verify credit details related to this payment. Permission to do so is implicit in providing financial details to process payment. Direct debit information may be retained for ease of renewal of services.

If you apply for credit, then, in order to help us to make credit decisions about you, prevent fraud, check your identity and prevent money laundering, we may search the files of credit reference agencies who will record any credit searches on your file. We may also disclose details of how you conduct your account to such agencies. The information will be used by other credit grantors for making credit decisions about you and the people with whom you are financially associated for fraud prevention, money laundering prevention and occasionally for tracing debtors.

Data Transfers

When you complete our registration forms or use our services, we may transfer your information to processors outside Europe but will do so with appropriate measures and controls in place to protect that information in accordance with applicable data protection legislation.

User Access and Control

Updating your information

Please ensure you update your personal information or tell us if it changes or is inaccurate. You can update your details, for example your email address, by updating your account on line or by contacting our customer experience team.

Controlling direct marketing

You can change your mind about receiving direct marketing from us by updating your account on line or by contacting our customer experience team or by following the unsubscribe instructions in the communication.

Controlling other communications

You can control communications such as bulletins and other information about your chosen services (for example, your subscription or one of our campaigns) by following the unsubscribe instructions in the communication.

Requesting copies of your personal information

You may request a copy of your personal information from Ashted Plant Hire Co Ltd & divisions that it may hold about you. You can also ask us to correct any inaccuracies in your personal information.

Retention of personal information

We will retain your information for as long as necessary for the uses set out in this Policy. If you ask us to delete your information before that time, we may not be able to do so, due to technical, legal, regulatory and contractual constraints.

If you ask for your account to be closed, we will do this as soon as is reasonably possible subject to any applicable terms and conditions relating to the account. Personal information from closed accounts is retained in order to comply with legal obligations, prevent fraud, collect any fees owed or to resolve disputes.

If we withdraw a product or service in relation to online interaction or transactions, we may either archive or delete the information you have provided to it.

Complaints

You have the right to lodge a complaint with Ashtead Plant Hire Co Ltd & division's complaints procedure using the customer experience team email address contact details below or via our website www.aplant.com

Contact Us

By email: customerexperience@aplant.com

By mail: Director of Marketing

Data Protection Enquiries
Ashtead Plant Hire Co Ltd
102 Dalton Avenue
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Warrington
WA3 6YE



Richard Thomas

Chief Executive Officer

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