

Website Privacy Notice

KEY SUMMARY

If you are just browsing our website, we will not collect any personal information about you.

If you subscribe to any of our mailing lists, we will use your information to send you the information you have requested.

We use cookies which collect information about the usage and performance of our website. The information that the cookies collect is anonymous [other than your IP address]. We use this information to analyse usage of our website by visitors to improve its performance and to inform decisions about content, layout and operation of the website and our services or products.

This notice explains what data we process, why, how it is legal and your rights.

ABOUT US AND THIS NOTICE

This Privacy Notice applies to personal data collected through our websites: barkersfencing.com.

This Privacy Notice is provided by Barkers Engineering Ltd ('we' or 'us'). We are a 'controller' for the purposes of the General Data Protection Regulation (EU) 2016/679 ("Data Protection Laws").

We take your privacy very seriously. We ask that you read this Privacy Notice carefully as it contains important information about our processing and your rights.

How to contact us

If you have any questions about this Privacy Notice, how we handle your personal data, or want to exercise any of your rights, please contact:

Chloe Dolman

Address: Etna Works, Duke Street, Fenton, S-O-T, ST4 3NS

Telephone number: 01782 319264

Email: privacy@barkersengineering.com

Changes to the Privacy Notice

We may change this Privacy Notice from time to time. You should check this Privacy Notice occasionally to ensure you are aware of the most recent version that will apply each time you access this website.

WHAT PERSONAL DATA DO WE COLLECT AND WHY?

Personal data provided by you

- Visitors only

If you are just browsing our website we will not collect personal data [other than your IP address collected through our cookies].

We also collect personal information when you contact us, send us feedback or complete surveys which we use to improve our services and products in the future.

- [Marketing / Subscriptions]

If you sign up to receive our marketing emails, we will use your name and email address to send you the material you have requested.

You can unsubscribe at any time by contacting us at the details set out above or clicking the "unsubscribe" link in the emails that you receive.

Sensitive personal data provided by you

We do not collect any sensitive personal data about you.

Personal information about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on their behalf and has agreed that you can.

HOW IS PROCESSING YOUR PERSONAL DATA LAWFUL?

We are allowed to process your personal data on the basis that it is in our legitimate interests to:

- Monitor how our website is used in order to improve it. We use aggregated data to do this so it does not impact on your privacy;
- Respond to enquiries, complaints and requests in order to serve our customers. We will only use your personal data for this purpose. If you are an existing customer, we may add information about the enquiry, complaint or request to other records we hold about you so we can provide a better customer service; and
- Send you materials you have requested, using the data you have provided. Please be aware that you have the right to object to the processing of your data of any of the legitimate interests identified.

WHO WILL HAVE ACCESS TO YOUR PERSONAL DATA?

Like any business, we use service providers to operate our website, such as website hosting, enquiry functionality and chat functions. Some of these service providers will process your data as part of the services they offer to us. We take steps to ensure that our service providers treat your data in accordance with the law, only use it in accordance with our contract with them and keep it secure.

Brockworx maintain the Barkers Engineering Ltd websites. Brockworx does not receive any data from the websites and so does not hold or retain personal information collected from the website. Emails from the Contact forms are sent to the following addresses:

Barkers Fencing sales@barkersfencing.com
Barkers Finishing sales@barkersfinishing.com
Barkers Fasteners sales@barkersfasteners.com

How we keep your data secure

We strive to implement appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognised industry practices for protecting our IT environment and physical facilities.

WHEN WILL WE DELETE YOUR DATA?

The table below provides details about how long we will process your data.

Data we process	How long this will be held for
Analytics data	25 months
Information from enquiry forms	Until the enquiry has been completed and no further responses are received for a reasonable period. If you are an existing customer, the enquiry may be added to other information that we hold about you as a customer.
Complaints data	For a period of up to 6 years after resolution of the complaint save where such complaint may lead to a legal claim, in which case this will be held until the expiry of the relevant limitation period. If you are an existing customer, the complaint and its resolution may be added to other information that we hold about you as a customer.
Subscription / marketing requests	Until you tell us that you no longer wish to receive the subscription or marketing material.

WEBSITE SERVICES USING DATA COLLECTION

Personal Data collected for the following purposes and using the following services:

[For more information and the latest version of this list, click here.](#)

Analytics

Google Ads conversion tracking, Google Analytics, HubSpot Analytics and Matomo

Personal Data: Tracker; Usage Data

Google Analytics Advertising Reporting Features

Personal Data: Tracker; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); various types of Data as specified in the privacy policy of the service

Google Analytics Demographics and Interests reports

Personal Data: Tracker; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example)

Simple Analytics

Personal Data: device information; language; Usage Data

YouTube Analytics and Reporting API

Personal Data: Data communicated while using the service; Tracker

Contacting the User

Contact form

Personal Data: company name; email address; first name; last name; phone number; various types of Data

Displaying content from external platforms

YouTube Data API and YouTube IFrame Player

Personal Data: Data communicated while using the service; Tracker

Google Maps widget

Personal Data: Tracker; Usage Data

Hosting and backend infrastructure

SiteGround Hosting

Personal Data: Tracker; Usage Data; various types of Data as specified in the privacy policy of the service

Location-based interactions

Non-continuous geolocation

Personal Data: geographic position

Managing contacts and sending messages

HubSpot Email

Personal Data: email address; Usage Data

Remarketing and behavioural targeting

Google Ads Remarketing

Personal Data: Tracker; Usage Data

SPAM protection

Google reCAPTCHA

Personal Data: answers to questions; clicks; keypress events; motion sensor events; mouse movements; scroll position; touch events; Tracker; Usage Data

Tag Management

Google Tag Manager

Personal Data: Tracker; Usage Data

Traffic optimisation and distribution

Sucuri CloudProxy

Personal Data: various types of Data as specified in the privacy policy of the service

User database management

HubSpot CRM

Personal Data: email address; phone number; various types of Data as specified in the privacy policy of the service

HubSpot Lead Management

Personal Data: various types of Data as specified in the privacy policy of the service

YOUR RIGHTS

As a data subject, you have the following legal rights:

- the right of access to personal data relating to you
- the right to correct any mistakes in your information
- the right to ask us to stop contacting you with direct marketing
- the right to prevent your personal data being processed in some circumstances
- The right to object to processing of your data where processed on the grounds of legitimate interests
- the right to erasure in some circumstances

If you would like to exercise your rights, please contact us at the details set out above.

We will respond to any rights that you exercise within a month of receiving your request, unless the request is particularly complex, in which case we will respond within three months.

Please note that exceptions apply to some of these rights which we will apply in accordance with the law.

Complaints to the regulator

If you do not think that we have processed your data in accordance with this Privacy Notice, you should let us know as soon as possible. You also have the right to complain to the Information Commissioner's Office. Information about how to do this is available on the ICO's website at www.ico.org.uk.