



Colonial Equipment Finance are committed to working within the GDPR (2018) guidelines and our privacy notice and data protection policies are available below.

Privacy Policy

Information we hold about our customers

We collect and process various categories of personal information from you at the start of, and for the duration of, your relationship with us. We will limit the collection and processing of information to information necessary to meet our legal obligations and to enable us to arrange to products or policies that you have requested.

Please note that if you do not agree to provide us with the requested information, it may not be possible for us to continue to provide advice or to arrange products and services to you.

Basic personal information: name and address, date of birth and contact details.
We may also process certain special categories of information for specific and limited purposes, we will only process special categories of information where we've obtained your explicit consent or are otherwise lawfully permitted to do so.

We do not obtain personal data from any source other than from you.

How we use your information

We will only use and share your information where it is necessary for us to carry out our lawful business activities. We may process your information where it is necessary to enter into a contract with you for the provision of our products or services or to perform our obligations under that contract. Please note that if you do not agree to provide us with the requested information, it may not be possible for us to continue to operate your account and/or provide products and services to you.

The way we use your data is described below

- Assess suitability for products or services.
- Arrange and advise on products and services available to you.
- Develop, manage and maintain our relationships with you and for ongoing customer service.
- Investigate and resolve complaints or breaches of conduct by our employees.
- We may process your information in the day-to-day running of our business, to manage our business and financial affairs and to protect our customers, employees and property. It is in our interests to ensure that our processes and systems operate effectively and that we can continue operating as a business.
- Monitor, maintain and improve internal business processes, information and data, technology and communications solutions and services.
- Perform general, financial and regulatory accounting and reporting
- Enable a sale, reorganisation, transfer or other transaction relating to our business



Your rights

We want to make sure you are aware of your rights in relation to the personal information we process about you. We have described those rights and the circumstances below. If you wish to exercise any of these rights, if you have any queries about how we use your personal information that are not answered here, or if you wish to complain, please contact us at

1 Walnut Court, Rose Street, Wokingham, Berkshire, RG40 1XU.

Please note that in some cases, if you do not agree to the way we process your information, it may not be possible for us to supply products to you.

Further information or requests to invoke rights should be made in writing/email.

Your rights are summarised below:

- You have a right to get access to the personal information we hold about you.
- You have a right to rectification of inaccurate personal information and to update incomplete personal information.
- You have a right to request that we delete your personal information.
- You have a right to request us to restrict the processing of your personal information.
- You have a right to data portability.
- You have a right to object to the processing of your personal information.
- You have a right to object to direct marketing.
- You have a right to withdraw your consent.
- Sharing data with 3rd parties

We will only use and share your information with third parties in the following circumstances:

- Where we have your permission.
- Where we are required by law and by law enforcement agencies, judicial bodies, government entities, tax authorities or regulatory bodies around the world with third party guarantors or other companies that provide you with benefits or services (such as insurance cover) associated with your product or service where required for a proposed sale, reorganisation, transfer, financial arrangement, asset disposal or other transaction relating to our business and/or assets held by our business.
- Where permitted by law, it is necessary for our legitimate interests or those of a third party, and it is not inconsistent with the purposes listed above.

How we keep your information

By acting as an intermediary to provide you with products or services, we create records that contain your information, such as customer account records and activity records. Records can be held on a variety of media (physical or electronic) and formats.



We manage our records to help us to serve our customers and to comply with legal and regulatory requirements. Records help us demonstrate that we are meeting our responsibilities and to keep as evidence of our business activities.

Retention periods for records are determined based on the applicable legal or regulatory requirements. We normally keep customer account records for the life span of any product or service that has been arranged by us in order that we can deal efficiently with any queries that you may have.

Once products or policies have come to an end we normally keep customer account records for a further 12 months.

Retention periods may be changed from time-to-time based on business or legal and regulatory requirements.

Security

We are committed to ensuring that your information is secure with us and with the third parties who act on our behalf.