

# Tag Guard Ltd Privacy Policy

Tag Guard Limited understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our customers and will only collect and use personal data in the ways that are described here, and in a way that is consistent with our obligations and your rights under law.

We keep your personal information private and secure. We will not sell, rent, share, or otherwise disclose your personal information to anyone except as necessary to provide our services or as otherwise described in this Policy.

This Policy Information explains how we use your personal data; how it is collected, how it held, and how it is processed. It also explains your rights under the law relating to your personal data.

## Personal Data

What is personal data?

Personal data is defined by the General Data Protection Regulation 2016/679 (GDPR) as 'any information relating to an identifiable person who can directly or indirectly be identified in particular by reference to an identifier'

We collect some or all of the following personal information: name, address, phone/mobile number, email address, business name, job title, profession and payment information, CCTV video images, biometric data or other information that is required to be able to perform our contract with you.

## Legal Basis for Processing Data:

Our legal basis for collecting and using your personal information will depend on the personal information collected and the specific context in which we collect it. We normally will collect personal information from you only where we need your personal information to

- Provide a response or quotation to you for a request sent to us by email , through our Website(s) or from a show or demonstration
- Perform a contract with you (e.g. to deliver the Tag Guard Products or Services you have requested on behalf of a business organisation or entity),
- Where the processing is in our legitimate interests, for example where your image is captured by our Site Security cameras

In some cases, we may also have a legal obligation to collect personal information from you, or may otherwise need the personal information to protect your vital interests or those of another person.

If you have any questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us at [info@tagsystems.co.uk](mailto:info@tagsystems.co.uk).

## Policy Application Categories

This Policy applies to Tag Guard's collection, use and disclosure of the information of the following categories of individuals:

# Tag Guard Ltd Privacy Policy

## Customers:

- **Contract Information.** When you order and sign up for one of our Products or Services, you provide various information in order to fulfil the contract, we require this information to be able to provide the Product or Service to you. This information is held for the duration of the life of your live contract and any notice period applicable thereafter. The information continues to be held in an archived state for a reasonable business period (currently 7 years) after the end of the life of your account.
- **Customer Account Information.** When you order services or products from us you will be registered for a Tag Guard account, we collect your email address, name, company details and other information pertinent to the services or products you require. The information collected and provided by you is necessary for us to be able to provide the services or products ordered and fulfil our contract with you. By voluntarily providing us with such Customer Account Information, you represent that you are the owner of such personal data or otherwise have the requisite consent to provide it to us.
- **Payment Information.** When you order and sign up for one of our Products or Services, you must provide billing information and payment information.

## End User (customers through a third party)

- An End User may be the Customer but could also be the individual or business entity that actually uses the Services or Products or is a sub-contractor of the Customer or individual who requires information or assistance is accessing the service.
- We collect End Users' information only as necessary and only with the Customer's authorisation to communicate directly with the End User. Effectively they become an authorised contact on the account. This authorising from the Customer to Tag Guard does need to be given in writing (email).

## CCTV images

The purpose of the CCTV systems supplied are to:

- Prevent, reduce or detect criminal activity to protect buildings, plant and assets on the contracted site. This is achieved by detecting the presence of persons in restricted areas on site and monitoring their activities.
- Protect the Health and Safety interest of anyone on site

How it is used:

- Images are recorded and stored locally 24/7 on the contracted site and as such the site owner has the responsibility of data controller
- Images stored on password protected devices

## Tag Guard Ltd Privacy Policy

- Images retained for 30 days are then overwritten automatically unless a longer period of storage is requested in writing from an authorised person or for evidential purposes in legal proceedings.
- Images are date and time stamped
- Presets are used for specific area coverage
- Intruder detects used to trigger camera to move to the relevant preset
- Home position is set for camera rest position when not triggered by intruder detector
- Systems are installed to minimise unnecessary monitoring of public areas
- Signage is erected around the site to advise of CCTV operation
- Images can accessed remotely following a site alarm activation by the Access controlled Tag Guard Alarm Response Centre (ARC)
- ARC supplies information to direct the security response company or the police as appropriate
- ARC staff are all Level 2 Public Space Surveillance CCTV qualified and hold valid SIA CCTV Licences
- Option is available for system to be viewed locally on site by authorised persons via the site workstation (Site Owner is responsible for data control locally)
- Systems on return at the end of a contact are wiped clean of all data

### Biometric Data

The purpose of biometric data

- Prevent or reduce criminal activity by controlling access to site or buildings on the contracted site
- Protect the Health and Safety interest of anyone on site by controlling access to site

How it is used:

- Data is held on the contracted site password protected workstation and as such the site owner is responsible data control
- All staff are enrolled on the contracted site at the start of their employment as part of their conditions of work, personal data such as name, address, employer and competency card details are recorded
- Data is held for duration of contract
- Remote access can be used for service and engineering support only
- Systems on return at the end of a contact are wiped clean of all data

### Show/Demonstration Attendees:

- Individuals who provide their information to Tag Guard or Tag Guard representatives when they attend or register to attend shows or other events at which Tag Guard participates. The information is only used to fulfil the specific request.

### Website Visitors:

## Tag Guard Ltd Privacy Policy

- We only collect personal information such as names, addresses and contact details when it is voluntarily submitted by our users. The information can only be used to fulfil your specific request and not for any other purpose unless permission has been given by the individual who provided it. For the purposes of this policy the website [www.tag-guard.com](http://www.tag-guard.com) and [www.tagsystems.co.uk](http://www.tagsystems.co.uk).
- Cookies and tracking technology. This site may use cookies or browser tracking technologies to provide a better overall experience. This information allows us to continue modifying the site to meet end user browser types, operating systems and frequency of visits. Personal information cannot be collected by these methods unless expressly provided by the end user. Aggregate cookie and tracking information may be shared with third parties.
- Third parties. We may link to display content from third parties on our website. Should a user follow such links they would be leaving and no longer be governed by this policy.
- Commitment to security. When personal information is provided to us voluntarily by end users we agree to make reasonable efforts to make such information secure. Only authorised employees and contactors who operate under confidentiality agreements will ever have access to such information.

Tag Guard's Websites and Services are not intended for, nor designed to attract, individuals under the age of eighteen. Tag Guard does not knowingly collect personally identifiable information from any person under the age of eighteen.

### Information that we collect

Tag Guard only processes personal information in a way that is compatible with and relevant for the purpose for which it was collected or authorised. As a general matter, for all categories of data we collect we may use the information we collect (including personal information, to the extent applicable) to:

- Provide, operate, maintain, improve, and promote the Website and Services;
- Enable you to access and use the Website and Services;
- Process and complete transactions, and send you related information, including purchase confirmations and invoices;
- Send transactional messages, including responses to your comments, questions, and requests; provide customer service
- Send commercial communications, in accordance with your communication preferences, such as providing you with information about products and services, features, feedback surveys as required by our ISO 9001:2015 compliance, and events about us.
- Monitor , deter and protect the contracted site
- Process for other purposes for which we obtain your consent.



## Tag Guard Ltd Privacy Policy

As a norm, Tag Guard do not send out bulk marketing emails and would only use personal contact details to contact you for legitimate business reasons.

### Information Sharing

We may need to share data with We do not share data with anybody unless written consent is given or has been requested in writing by the police

We do not sell, rent, or share personal information with third parties for their direct marketing purposes.

Tag Guard is a UK based company and hard copies your data are stored in a secure environment, electronic data is encrypted behind firewalls.

### Data Subject Rights

Where we rely on your consent to process your personal data, you have the right to withdraw or decline consent at any time. Where we rely on our legitimate interests to process your personal data, you have the right to object.

You have the qualified right to access, correct, update, or delete your personal information.

All such requests need to be received in writing from a known customer account contact.

For any request we will need to verify a requestor is enquiring about their own information before we can assist. Where we believe the request may implicate the personal data of another individual, we must balance the request against the risk of violating another person's privacy rights.

### Data Security, Integrity and Access


We take all reasonable steps to protect information we receive from you from loss, misuse or unauthorised access, disclosure, alteration, and/or destruction. We have put in place appropriate physical, technical, and administrative measures to safeguard and secure your information, and we make use of privacy-enhancing technologies such as encryption.

### Contact Information

For any GDPR or related Data Protection queries please, in the first instance, email to [info@tagsystems.co.uk](mailto:info@tagsystems.co.uk) and we will respond as soon as reasonably possible but within 14 working days.

**Name:** Vaughan Kitchin

**Position:** Managing Director

**Sign:** 



# Tag Guard Ltd Privacy Policy

Date: 14<sup>th</sup> June 2018