

## **Rural and Urban Planning Consultancy - Privacy Policy**

Rural and Urban Planning Consultancy (RUPC) is the trading name of RUPC Ltd whose registered office is located at 121 Abbey Road, South Shore, Blackpool FY4 2PY. The data protection officer is Ian Butter.

Rural and Urban Planning Consultancy is committed to ensuring that your privacy is protected. This privacy policy explains how we use the information we might collect about you, how you can instruct us if you prefer to limit the use of that information, and the procedures that we have in place to safeguard your privacy.

### **SUMMARY**

- The only data collected comprises names, addresses, email addresses, bank payment information and VAT numbers you provide to us in the course of requesting information from RUPC or during the course of undertaking instructions or conducting business with us.
- By using our website you accept the terms of this Privacy Statement.
- The website does not use cookies or other means of collecting data.
- We do not process data or use the services of external marketing companies.
- When you submit your personal details to us as described below you will be deemed to consent to its use by us in the ways indicated below.

### **Information covered by this policy**

Personal information is information, or any combination of separate pieces of information, that could be used to identify you.

This privacy policy applies to the use and processing of personal information collected and used by Rural and Urban Planning Consultancy, and the Rural and Urban Planning Consultancy website. Other links within this website to other organisations/companies' websites are not covered by this policy and consequently we encourage you to read the Privacy Statements of any third-party websites when entering their domain(s).

### **Information security**

Rural and Urban Planning Consultancy is committed to protecting the privacy of our users and protecting their personal information and supports the General Data Protection Regulation (GDPR) in spirit and word. We have implemented technical, administrative and physical procedures designed to protect personal information from loss, misuse or alteration.

The personal information we collect from you is only that which is necessary for us in providing you with any information, products and/or services you have requested. When you submit your personal details to us you will be deemed to consent to its use by us in the ways indicated below.

### **Personal information – what is collected and how?**

We collect information directly from you when you contact us by telephone, letter, fax or email, including name, email address, postal address and telephone number (landline and/or mobile). If we are instructed to act on your behalf we may also request further details, such as your bank payment information and VAT number etc.

We may also obtain information about you from other sources, including publicly available sources, such as the Land Registry, Electoral Register, online telephone directories, social media platforms or referral agents.

### **Personal information – why is it collected?**

The information collected is required solely to allow us to contact you to provide the service requested and in the course of conducting instructions on your behalf.

### **Personal information – how will it be used?**

We use your personal information as defined in the GDPR in accordance with all relevant data protection legislation including the Data Protection Act. We will also ensure our data protection procedures are compliant with the procedures set out in the EU General Data Protection Regulations (GDPR) which came into force on 25th May 2018.

By using our website (“Website”) you accept the terms of this Data Protection Statement.

### **Personal information – who will it be shared with?**

We will not share your data with anyone for marketing purposes.

There may be occasions when it must be shared such as:

- when required by law and/or government or regulatory authorities
- in the course of conducting business on your behalf (such as with Local authorities or other consultants acting on your behalf in relation to instructions)
- to protect, defend or exercise the rights and property of RUPC (including enforcing our Terms and Conditions)

### **Personal information retention period**

We will retain personal information for the period necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. We are required under UK tax law to keep clients’ basic personal data (name, address, contact details) for a minimum of six years. We are also required by the relevant professional bodies (RICS and RTPI) to maintain our files and the information they contain during any approved run-off period following retirement.

We do not process information and will only contact you when required to in the conduct of any instruction or following a request by you.

### **Individuals’ rights under the GDPR**

The GDPR creates some new rights for individuals and strengthens some of the rights that currently exist. An individual’s rights under GDPR are:

- The right to be informed
- The right of access
- The right of rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling
- The right to be informed

This obligates us to provide at your request “fair processing information”, typically through a privacy notice such as this, in order to provide transparency over how RUPC uses personal data.

### **The right of access**

This right allows you to request confirmation that your data is not being processed, access to your personal data, and the supplementary information that is provided in this privacy policy.

### **The right of rectification**

You have the right to have your personal data corrected if it is inaccurate or incomplete. If RUPC has disclosed your personal data to third parties, we must then inform them of the rectification where possible and inform you about the third parties to whom your data has been disclosed, if appropriate.

### **The right to erasure**

This is known as the “right to be forgotten”, and the principle underpinning this right is to enable an individual to request the deletion or removal of personal data where there is no compelling reason for its retention. Some requests however can be refused for specific reasons as set out on the ICO.org.uk website.

### **The right to restrict processing**

You have the right to “block” or suppress processing of personal data, i.e. request not to be contacted for marketing or information dispersal. In this case your data would be retained to ensure that the restriction is respected in future.

### **The right to data portability**

This right allows individuals to obtain and reuse their personal data for their own purposes across different services, i.e. to move, copy or transfer personal data from one IT environment to another in a safe and secure way.

### **The right to object**

Individuals have a right to object (on “grounds relating to his or her particular situation”) to:

- processing of their data based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling);
- direct marketing (including profiling); and
- processing for purposes of scientific/historical research and statistics.

If you wish to discuss/request any of the above rights, please email: [ianbutter@ruralurbanplanning.co.uk](mailto:ianbutter@ruralurbanplanning.co.uk)

### **How can you access the personal information we hold about you?**

If you would like to see the data we hold about you, you can submit a subject access request by emailing [ianbutter@ruralurbanplanning.co.uk](mailto:ianbutter@ruralurbanplanning.co.uk). As long as your request is not manifestly unfounded or excessive, we will provide you with this information free of charge, within 30 days of receipt of your written request. However, we reserve the right to make a charge if providing this data requires we retrieve data from backups or storage facilities. We may request proof of identity before we release the data to you.

## **Cookies information**

Cookies in themselves do not personally identify users, although they do identify a user's computer.

You do not have to provide any information in order to use the Website.

We do not use Cookies to collect information for marketing purposes.

Browsers can be adjusted to prevent acceptance of cookies or notify the user on receipt of cookies.

Our web site providers' servers may automatically store the following Information about you: your ISP, your IP address, your web browser type and version, the number of colours your screen is displaying, your operating system, the URL you clicked to get to the Website, time/ date, http accept string (e.g. mime data types that the browser accepts), the locale setting of the computer/ browser and all other data made available by your browser and this Information is used to make the Website operate more efficiently. This information will be subject to the web site providers (Wix.com) privacy statement.

## **Sharing tools**

Our website may use sharing tools. Sharing tools allow you to share content through social networks such as Facebook or Twitter. When you use one of these buttons, the social networking site may place a cookie on your computer. This would be a third-party cookie set by the social networking site. If you have any questions about the use of these third-party cookies, you should check the relevant social networking site's cookie policy.

## **Use of information**

The following are examples of how we may use the information we collect:

- Provide the services you request.
- Answer your questions or respond to your requests.
- Process payment for purchases or other services.
- Protect against or identify possible fraudulent transactions.
- Enforce our Terms and Conditions and otherwise manage our business.
- RUPC will only process your information in pursuance of our legitimate interest if we receive any requests related to, for example, a product or service, a call-back, or specific marketing materials; we will use your personal information to fulfil your request. Where we need to manage your account and protect you against or identify possible fraudulent transactions, we will do so in accordance with our legal obligation placed on us under law. We will seek consent from you if we need to process your data for solely identified purposes. To ensure meaningful consent is obtained from you, RUPC will provide you with reasonable notice ensuring that your consent is provided on an informed basis.

## **We will use this personal information as follows:**

- To supply goods and/or services as requested by you including such transfer of information to partners, employees, agents and third parties as required for this purpose.
- For internal administration purposes.
- We store personal information on secure servers with access limited to authorised personnel, or on paper files which are kept in our secure offices. We will not release personal details to third parties unless this is necessary in order to fulfil our contracted duties.

- We may also transfer Information as required to obtain legal advice, comply with legal requirements, protect our rights and property, and for the safety of employees, clients, suppliers and others.

You have the right to request RUPC not to send such information or to pass information to third parties for such purposes. You can exercise that right by contacting [ianbutter@ruralurbanplanning.co.uk](mailto:ianbutter@ruralurbanplanning.co.uk).

### **Data Protection Rights**

The Data Protection Act 1998 gives you certain rights including a right to request a copy of your information and to have inaccurate information corrected (a "subject access request"). We may request proof of identity before we will release the information to you which we will supply within 30 days. We have the right to refuse this request if we consider it is manifestly unfounded or excessive. You have the right to submit a complaint to the Information Commissioner's Office (ICO.org.uk) if you feel we have not treated your request fairly.

### **Further Information**

For more information on data protection legislation and related matters please visit the Information Commissioner's website at [www.ico.org.uk](http://www.ico.org.uk).

### **Changes**

Any changes to the Privacy Policy will be posted on this page.

### **Jurisdiction and Applicable Law**

This Privacy Policy forms part of our Terms and Conditions and as such shall be governed by and construed in accordance with English law. The English Courts will have non-exclusive jurisdiction over any claim arising from or related to this Privacy Policy.

If you remain concerned about information disclosure or have any questions about this Privacy Statement, our website or your dealings with RUPC you can contact us via e-mail on this site or by writing us at the following address:

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