

## **Privacy Policy**

**Data Controller: James Disbrey**

**Herts Tree Specialists**

trading as **Herts Tree Specialists**

registered at **Jones Road**

**Goffs Oak**

**Hertfordshire**

**EN7 5JS**

("we," "our," or "us")

We are committed to protecting your privacy and always ensuring the security of your personal information. Our Privacy Policy explains how we collect, use, and safeguard your data.

### **Type Of Information We Collect**

We typically collect the following types of information:

- **Personal Information:** This includes your name, address, contact details, email address, and any other information you voluntarily provide when contacting us, requesting services, placing orders, or filling out forms/contact information on our website
- **Usage Information:** We may also collect non-personal information about your use of our website and services, including IP addresses, browser type, and device information

### **How we receive information about you**

We receive your Personal Information from various sources, this personal information we process is provided to us directly by you for one of the following reasons:

- When you voluntarily provide us your personal details in order to register on our Site
- When you use or access our Site in connection with your use of our services
- From third party providers, services and public registers (for example, traffic analytics vendors)
- From call tracking providers (recorded calls) via Media Hawk or Call Tracking Metrics (CTM)

### **Why We Collect Personal Information**

We use the information that you have given us in order to provide our services to you the 'data subject' as follows:

- To arrange, schedule, and deliver tree surgery, pruning, felling, hedge cutting, and related services.
- To prepare quotations, invoices, and service reports.
- To comply with health & safety, environmental, and insurance obligations relating to arboricultural work.
- To maintain service and maintenance records for returning customers.
- To communicate with you about your service, site visits, or future maintenance work.
- To process payments and manage accounts.
- To respond to enquiries, provide customer support, or manage complaints.
- To send you updates or promotional offers, where consent has been given.
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Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- We have a contractual obligation

- We have a legal obligation
- We have a vital interest
- We need it to perform a public task
- We have a legitimate interest
- Consent

### How We Process Your Information

We process the information collected for the following purposes:

- **Providing Services:** To provide services and communicate with you about your requests
- **Improving Our Services:** To analyse usage data and improve the range and quality of our services and our website
- **Marketing:** We may send you promotional materials, offers and updates about our services

### Data Security

We take reasonable and responsible measures to protect your personal information from unauthorized access, disclosure, or alteration. However, please be aware that any method of transmission over the internet or electronic storage is not entirely secure.

### Data Retention

We will retain your personal information for **6 years** to provide our services, and as necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

- **Job sheets, site reports, and customer records:** retained for **6 years** for audit, warranty, and record-keeping purposes.
- **Health & safety or environmental documentation:** retained for **40 years**, in accordance with statutory requirements for record-keeping in arboriculture and environmental management.

We will then dispose your information by **securely shredding physical documents** and **permanently deleting electronic files** in line with GDPR best practice.

Under applicable regulations, we will keep records containing client personal data, account opening documents, communications, and anything else as required by applicable laws and regulations.

### How we store your personal information

Your information is securely stored **in a filing cabinet located within a locked office**, accessible only to authorised staff.

- Electronic records are stored on **password-protected and encrypted systems**, backed up via reputable UK-based cloud or server providers that comply with GDPR.
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### Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information with our trusted service providers who assist us in delivering our services, however they have an obligation to always maintain the confidentiality of your information.

We may share this information with:

- Payment processors or accounting software providers.
- Website hosting and IT support providers.
- Subcontractors or specialist partners for specific arboricultural works (e.g. stump grinding, waste removal).
- Call tracking or analytics providers, if used.

Why we may share this information:

- To process bookings, payments, or invoices.
- To coordinate work and ensure safe service delivery.
- To comply with insurance, waste management, or health and safety regulations.
- To respond to lawful requests by authorities or insurers.

### **Your Choices**

You can opt out of receiving marketing communications from us at any time by following the unsubscribe instructions provided in our emails.

### **Your Data Protection Rights**

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to make a request, please contact us at:

**Jones Road,  
Goffs Oak,  
Hertfordshire,  
EN7 5JS**

### **Changes to this Policy**

We may update this Privacy Policy from time to time. Please check this page periodically for any changes. Your continued use of our services after any modifications indicates your acceptance of the updated policy.

### **Contact Us**

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

Herts Tree Specialists  
Office: **01707 240923**  
Mobile: **07301 953313**

### **Complaints**

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Herts Tree Specialists  
Office: **01707 240923**  
Mobile: **07301 953313**

If you are unhappy with how we have used your data or responded to your query, you can also complain to the Information Commissioner's Office (ICO) at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113  
ICO website: <https://www.ico.org.uk>