



Privacy notice

How personal information is handled in connection with alansnow.co.uk, enquiries and customer support.

1. Who is responsible?

Alan Snow Agricultural Engineers Limited (company number 07205246), a company registered in England and Wales. Registered office: 69 High Street, Bideford, Devon, EX39 2AT. This entity is the proposed data controller for this draft and must be confirmed by the client. Contact us about privacy using the details below or write to the registered office marked "Privacy enquiry".

Email: info@alansnow.com

Sutcombe / Holsworthy: 01409 261 425 | Tolvaddon: 01872 562 742

2. Information covered

Depending on your interaction, relevant information may include your name, business name, email, telephone number, address, preferred depot, enquiry history, machinery identifiers, photographs you send and service or order details. Machine information is personal data where it can be linked to an identifiable person. Technical information may include IP address, device/browser details, access logs and cookie preferences. The actual collection must be confirmed before publication.

3. Where information comes from

We receive information when you contact us by form, email, phone or in person, or request a newsletter. Technical information may be generated when the website loads. **Client confirmation required:** identify any additional sources, such as manufacturers, referral partners or public business directories, and what information is received from them.

4. Purposes and lawful bases - proposed

Enquiries, quotes and bookings: taking steps at your request before entering a contract, or performing a contract with you. For staff acting for a business customer, legitimate interests in responding to that business and managing the relationship.

Customer support and records: contractual necessity where applicable, legitimate interests in delivering support and handling disputes, and legal obligations for relevant statutory records.

Website security: legitimate interests in protecting the website and preventing misuse, balanced against your rights.

Newsletter: consent for the advertised opt-in subscription. Any other marketing route must be assessed and disclosed separately.

How information is used

5. Marketing choices

You can withdraw newsletter consent at any time using the unsubscribe option in a marketing email or by contacting us. Withdrawal does not affect earlier lawful processing. We may keep a minimal suppression record to respect your opt-out. An enquiry is not, by itself, consent to marketing. Service messages needed to respond to a request or administer an order are separate from promotional communications.

6. Service providers and other recipients

To be confirmed before publication: list the actual categories of recipients and purposes, including website hosting/support, email, enquiry management, newsletter delivery, professional advisers and manufacturers involved in warranty or parts enquiries, where applicable. Only necessary information should be shared. Suppliers handling data on our instructions must have appropriate contractual obligations. Disclosures may also be required by law or to establish or defend legal claims.

7. International transfers

To be completed following a supplier review: specify whether personal information is accessed or processed outside the UK, the relevant destinations, and the transfer protection relied on. Where a restricted transfer occurs, an appropriate legal mechanism must apply, such as UK adequacy regulations or approved contractual safeguards, with the required assessment. Explain how people can obtain information about the safeguards by contacting us. Do not assume UK-only processing from the location of the business.

8. Retention

We should keep information only for as long as it is needed for the stated purpose, including applicable record-keeping duties and proportionate handling of disputes. **Periods or specific decision criteria must be confirmed** for unconverted enquiries, customer/service records, tax/accounting records, newsletter consent and suppression records, and security logs. Retention should account for when an enquiry closes, the end of the customer relationship, relevant statutory periods and any active dispute. Review and securely delete or anonymise information when no longer needed.

9. Cookies, embedded content and external resources

The supplied HTML uses externally hosted fonts and icons and links to maps, social media and manufacturer websites. External resources can involve requests containing technical data such as an IP address. This is not a complete cookie or tracking audit. **Before publication:** document each actual cookie or similar technology, its provider, purpose, duration and applicable consent requirement or exemption. Obtain valid consent before using technologies that require it, and offer an accessible way to change choices. Declining optional tracking must not prevent ordinary browsing. Third-party websites apply their own privacy notices when visited.

Your rights and choices

10. Your data protection rights

Depending on the lawful basis and circumstances, you can request access to your personal information, correction, erasure, restriction or transfer of information, and object to processing based on legitimate interests. You have an absolute right to object to direct marketing. You may withdraw consent without affecting the lawfulness of earlier processing. These rights have conditions and exceptions; we will explain any that apply.

11. Making a request

Contact info@alansnow.com or write to the registered office. We may need proportionate information to confirm your identity or clarify your request. We normally respond without undue delay and within one month, subject to lawful extensions or timing rules. We will explain any permitted extension and any fee or refusal where the law allows it. You are not normally charged for exercising your rights.

12. Complaints

If you are concerned about how we handle personal information, contact us with the subject "Data protection complaint", or raise the concern by phone or post. We will acknowledge your complaint within 30 days, investigate without undue delay, keep you informed and explain the outcome. You can also complain to the Information Commissioner's Office (ICO): ico.org.uk/make-a-complaint; telephone 0303 123 1113; Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. This does not limit your right to seek a judicial remedy.

13. Required information and automated decisions

You may browse without submitting an enquiry. We need sufficient contact and machine details to respond meaningfully or arrange requested work; if you do not supply required information, we may be unable to do so. **Client confirmation required:** identify any legally or contractually required fields, and confirm whether significant solely automated decisions or profiling occur. If they do, explain the relevant logic, effects and safeguards; this draft does not assume their absence.

14. Security and updates

Appropriate organisational and technical measures should protect information against unauthorised access, loss or misuse. Do not email payment card information, identity documents or other sensitive information unless a secure process has been agreed. We will update this notice when practices change and show the effective date of the approved version. Material changes should be brought to your attention where appropriate.

Privacy notice: review

Internal review notes - remove this page only after the items below have been resolved and the final wording approved.

Confirm the facts

Verify the controller, privacy contact, any DPO requirement, ICO fee status and all collection channels. Map the actual data, purposes and lawful bases. Remove conditional or unconfirmed wording only after verification.

Complete the missing disclosures

Record actual recipient categories, supplier locations, transfer safeguards, retention periods/criteria, indirect sources and any automated decisions. Audit the deployed website, not only these static previews. Complete a cookie register including names, providers, purposes and durations.

Implement the promises

Make newsletter consent optional, specific and separate from terms. Add privacy links next to data collection and an unsubscribe process. Configure consent controls before optional technologies load where required. Assign responsibility for rights requests, deletion and the 30-day complaints acknowledgement.

Obtain final review

Have the client and a UK privacy/legal adviser confirm this notice accurately describes operations under the UK GDPR, Data Protection Act 2018 and PECR as amended, including the Data (Use and Access) Act 2025. PDFs alone do not establish compliance. Set an effective date and remove draft notes only after approval.

Official references checked

ICO: [required privacy information](#)

ICO: [email marketing rules](#)

ICO: [cookies and similar technologies](#)

ICO: [international transfers](#)

ICO: [storage limitation](#)

ICO: [handling data protection complaints](#)