

# Privacy Policy May 2018

When you share your personal data with us, we treat it with care and take our responsibility to protect it seriously. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect.

We abide by the UK Data Protection Act 1998 and GDPR (General Data Protection Regulation) May 2018 and will not pass your details to a third party without your permission.

DriverMetrics Ltd, is registered with the Information Commissioners Office and adhere to the following principles:

- Personal data shall be processed fairly and lawfully.
- Personal data collection is obtained under the 'Legitimate Interests' lawful basis for processing.
- Personal data shall be obtained only for the specified purposes and shall not be further processed in any manner incompatible with that purpose.
- Personal data shall be adequate, relevant and not excessive in relation to the purpose for which it is collected.
- Personal data shall be accurate and, where necessary, kept up to date.
- Personal data processed shall not be kept for longer than is necessary for the purpose.

## Users Rights under GDPR

In order to comply with the new regulations under GDPR, our users are afforded the following rights to their data:

**Right of erasure** – such requests should be directed to [contact@drivermetrics.com](mailto:contact@drivermetrics.com) from the email address registered on our database (in order to confirm identity). Upon receipt our IT team will go into the database and anonymise their data using a unique erasure code.

**Right to rectification** – users can amend their account details by logging on to their accounts and selecting 'My Details'. If they have any further requests they should email [contact@drivermetrics.com](mailto:contact@drivermetrics.com)

**Right of access** – users should send a description of the information they want to see and proof of your identity by post to: DriverMetrics Ltd, Linden House Studio, 199 Ham Street, Richmond, TW10 7HL. (We do not accept

these requests by email so we can ensure that we only provide personal data to the right person). If you require further information, please contact [contact@drivermetrics.com](mailto:contact@drivermetrics.com).

**Right to restrict processing** – users should submit requests to [contact@drivermetrics.com](mailto:contact@drivermetrics.com).

**Right to data portability** – we offer our users requesting a copy of their personal data in a common, machine readable format of XML, Excel or JSON format. In order to send the data securing we will provide a password protected file and telephone the user with the password.

**Right to object** – this can be achieved either by the deletion.

**Right not be subject to automated decision making including profiling** – DriverMetrics marketing and communications does not use automated decision making.

For further information on requesting your personal information:  
<https://ico.org.uk/for-the-public/personal-information/>

## Cookies

Like most websites, we use ‘cookies’ to help us make our site, and the way you use it, better. Cookies mean that a website will remember you. They’re small text files that sites transfer to your computer (or phone or tablet). They make interacting with a website faster and easier – for example by automatically filling in your name and password in text fields when you come back to use DriverMetrics.

## Data Security

We ensure that there are appropriate technical controls in place to protect your personal details and our network is protected and routinely monitored.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff.

We do not use external companies to process personal data on our behalf.

If a data breach occurs, it would be recorded within a Security Audit Log and communicated to stakeholders. The ISMS Policy would be invoked in line with ISO 27001.

## How we collect your personal data

We collect personal data in the following ways:

When you provide your contact details to us when requesting information about our products or services or content, either via the telephone, our online enquiry forms or face-to-face.

When you sign up for our DriverMetrics email newsletter

When you register to attend one of our events or webinars

Via openly available public sources (e.g. LinkedIn or company websites).

## The types of personal data we collect

The personal data we routinely collect includes:

Full name

Email address

Postal address

Job Title

Company name

Fleet type

Number of drivers

We do not collect any special categories of personal data, as defined under the GDPR. Our products and services are not aimed at children.

## How we use your personal data

Purpose	Lawful basis for processing
To fulfil a query, request for services and/or to administer our services	For the performance of a contract or agreement
To facilitate your attendance at one of our events or webinars	For the performance of a contract or agreement
To keep records of prospective, current and past clients and our suppliers	Our Legitimate Interests, which we have balanced with the interests of our clients, suppliers and business contacts
To track your use of our website and interaction with our newsletters. For example, to understand which newsletter content is most popular	Our Legitimate Interests, which we have balanced with the interests of our clients, suppliers and business contacts

with our recipients. (Please also see our Cookie Notice below).	
To send email newsletters and other content related to fleet driver safety to you.	Our Legitimate Interests, which we have balanced with the interests of our clients, suppliers and business contacts

Changes to this Policy:

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.

If you have any questions, comments or suggestions, please let us know by contacting our Data Compliance Officer via email [contact@drivermetrics.com](mailto:contact@drivermetrics.com)

