



This is privacy notice of DACA Lighting Limited.

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how the data protection law protects you.

1. WHO WE ARE AND IMPORTANT INFORMATION

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website.

This website is not intended for children and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Who we are - Data controller(s)

DACA Lighting Limited is the controller and responsible for your personal data (collectively referred to as "DACA", "we", "us" or "our" in this privacy notice). Our contact details are DACA Lighting Limited, The Laurels, Sandy Lane, Aston, Nantwich, Cheshire, CW5 8DG, enquiries@dacalighting.co.uk. For all data matters contact DACA Lighting on 077818558768.

Third-party links outside of our control

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data

about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

What Does This Notice Cover?

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

What is Personal Data?

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

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

Under the GDPR, you have the following rights, which we will always work to uphold:

- The right to be informed about our collection and use of your personal data. This policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions.
- The right to access the personal data we hold about you. Part 2 will tell you how to do this.
- The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us to find out more.
- The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us to find out more.
- The right to restrict (i.e. prevent) the processing of your personal data.
- The right to object to us using your personal data for a particular purpose or purposes.
- The right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business in many cases.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the [Information Commissioners Office](#).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** includes first name/last name/ username/marital status/ title/date of birth/gender.
- **Contact Data** includes billing address/delivery address/email address/ telephone numbers/business name.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. HOW WE COLLECT YOUR PERSONAL DATA

We use different methods to collect data from and about you including through:

- **Directly.** You may give us your identity, contact and financial data by filling in forms or by corresponding with us by post, phone and email or otherwise. This includes personal data you provide when you:
 - Purchase our products or request a quotation for the services; and
 - Request marketing to be sent to you.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of Contract** this means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- **Legitimate Interest** this means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
- **Comply with a legal or regulatory obligation** this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, a description of all the ways we plan to use your personal data, with the legal bases we rely on to do so.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
Responding to and dealing with enquiries submitted through the 'Contact Us' forms on the website	(a) Identity (b) Contact	Performance of a contract with you

	(c) Location	
Passage of information to third party contractors in order to provide accurate quotes for the works	(a) Identity (b) Contact (c) Location	Performance of a contract with you

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us or if you have entered a competition or registered for a promotion, and, in each case, you have not opted out of receiving marketing material.

Third-party marketing

We will get your express opt-in consent before we share your personal data with any company outside DACA Lighting for marketing purposes.

Opting out

You can ask us or third parties to stop sending you marketing messages at any time by emailing enquiries@dacalighting.co.uk.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of purchasing products, warranty registration or any other product or service transactions.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. WHO WE SHARE YOUR PERSONAL DATA WITH

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- External Third Parties Services, such as:
 - IT and System Administration Service Providers (including Google and Google Ad Words) and Courier Shipping Providers.
 - Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
 - HM Revenue & Customs, regulators and other authorities who require reporting of processing activities in certain circumstances.
 - Third parties to whom provide part of the services for example, resurfacing contractors and specialist lighting electricians.
 - Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

7. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

8. YOUR LEGAL RIGHTS

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;

- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), where applicable (i.e. where our processing is based on consent or is necessary for the performance of our contract with you or where we process your data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to our processing of personal data, where applicable i.e. where processing is based on our legitimate interests (or in performance of a task in the public interest/exercise of official authority); direct marketing or processing for the purposes of scientific/historical research and statistics).

If you wish to exercise any of the rights set out above, please contact us.

No fee required – with some exceptions

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

9. CHANGES TO THIS NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

This privacy notice was last updated on 29.12.2023.

Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

10. QUERIES, REQUESTS OR CONCERNS

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protection matter between you and us, please in the first instance contact enquiries@dacalighting.co.uk.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](https://ico.org.uk/global/contact-us/email/) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/>.

11. COOKIES

What is a Cookie?

Cookies are small files that are downloaded onto your computer or other web browsing devices when you access certain websites. Cookies allow a website to recognise a user's device and help your web browser navigate through the website by allowing you to log in automatically or remembering settings you selected during an earlier visit. Cookies do not harm your computer and most web browsers allow you to turn off cookies by clicking on the relevant menu of your web browser. If you do not collect cookies your user experience may be affected on our website.

Why do we use Cookies?

Summary:

We use cookies and data on our website to enhance your browsing experience and to:

- Deliver and maintain Google services, deliver and measure the effectiveness of ads
- Measure audience engagement and site statistics to understand how our services are used and enhance the quality of those services
- Develop and improve new services
- Show personalised content or ads, depending on your settings

You can view Google's Privacy Terms here - <https://policies.google.com/technologies/partner-sites>

We use cookies to keep track of your current browsing session so that we can enhance your personal experience and make the interaction between users and websites faster and

easier. We do not use cookies to collect or record information such as your name, address or payment details.

The cookies we use are for Google Analytics, which reports to Google how our web pages and Google Ads advertisements have been used. This information is available to us only in aggregated form so that we can never identify an individual user. You can set preferences in your own browser for each machine you use.

We use cookies on our website for the following primary functions:

- For technical purposes essential to the operation and function of this website, such as keeping track of your current browsing session.
- When interacting with our website, the website will remember preferences you make (for example, your user name, language, and/or currency). This makes your experience easier, more personal and more enjoyable.
- Website analytics cookies used to measure and analyse how our customers use the website. This allows us to continuously improve our website and your experience.
- To enable us to fulfil our contractual obligations to third parties, for example, to pay a partner if you have been directed to our website by following a link from another website.

Here is a list of cookies that we use. We've listed them here so that you can choose if you want to opt-out of cookies or not.

- *_dc_gtm_UA-114900379-1 - This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page.*
- *_ga_JN23EFP8N - This cookie is used by Google Analytics to persist session state*
- *_ga - Google Universal Analytics. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier.*
- *_gid - Google Analytics. It stores and update a unique value for each page visited and is used to count and track pageviews.*
- *YSC - tracking YouTube embedded video views*
- *VISITOR_INFO_LIVE - YouTube to keep track of user preferences for YouTube videos embedded in sites*
- *_gcl_au - Google AdSense for experimenting with advertisement efficiency across websites using their services*

Most web browsers automatically accept cookies. Unless you have adjusted your browser settings so that it will refuse cookies, cookies will be set when you access this website. By using our website you agree that we can place these types of cookies on your device and access them when you visit the website in the future. If you want to delete any cookies that are already on your computer, the "help" section in your browser should provide instructions on how to locate the file or directory that stores cookies. Please note that by deleting or disabling future cookies, your user experience may be affected, and you might not be able to take advantage of certain functions or features of our website.