

## Privacy policy

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Initial issue: 24th April 2024

### 1. Introduction

1. We are committed to safeguarding the privacy of our Service Users and anyone who comes into contact with MHDS
2. We have developed this Privacy Notice in order to be as transparent as possible about our retention and processing of personal data. This Privacy Notice has been written for all individuals for whom we hold data for and is contained within our Databases (referred to in this notice as “you”). We treat data privacy very seriously and comply with all aspects of the United Kingdom’s Data Protection Legislative Framework
3. Our website is operated by a third party - Squarespace -who may retain or process data on individuals visiting our website. We refer visitors to our website to Squarespace. We do not retain or process data from people visiting our website
4. Our data protection officer is Matthew Halsall. You can contact him [matt@mh-studio.co.uk](mailto:matt@mh-studio.co.uk)
5. We use the term ‘Database’ to refer to collected or collated personal data

### 2. Personal data usage & processing

1. We may process any of your personal data identified in this policy where necessary for:
  1. The conduct of our core business in Landscape Consultancy:
    1. To maintain a database of business contacts for the purpose of correspondence, publicity, financial dealings and business relations
    2. To record details of work carried out and related correspondence as part of our business records
    3. To record interaction with members of the public eg as part of a public consultation
  2. The establishment, exercise or defence of legal claims

3. obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice
  4. Where it is necessary for a legal obligation
  2. The main purpose of our Databases is to enable us to manage our communications with people and organisations, in the conduct of our business of Landscape Consultancy. Using the personal information in the database we can send communications that we think will be of interest to you by email, phone, SMS, post, social media and other digital channels. We can also use the Databases to provide insight and analysis to help us continually improve our service and communication.
  3. Please note in the case of information given in relation to your gender, racial or ethnic origin and physical or mental health or condition it will only ever be used for statistical and monitoring purposes on an anonymised basis.
  4. Please do not supply any other person's personal data to us, unless we prompt you to do so.
3. Sharing personal data with others
1. We may disclose your personal data to:
    1. Our insurers/professional advisors for purposes of obtaining insurance, managing risk, obtaining professional advice
    2. Our clients, suppliers or subcontractors insofar as reasonably necessary to conduct business
    3. Our finance partners and payment service providers
    4. Third party suppliers of goods and services where it relates to an enquiry you have made or a project you have asked us to undertake
    5. Fulfil a legal or professional obligation
4. Retaining and deleting personal data
1. This Section sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.
  2. We will retain your personal data as follows:
    1. The Data Protection Legislative Framework places an obligation on us to review the length of time for which we keep personal information. We are only required to keep your personal data as long as it is necessary for us to do so. We only intend to keep your information in an identifiable form while there is a justifiable reason to do so in the conduct of our business; and while you remain happy for us to do so.
    2. Notwithstanding the other provisions outlined, we may retain your personal data where such retention is necessary for compliance with a legal obligation/imperative of our insurance or requirement of our professional conduct

3. Where data is retained it will be stored on MHDS password-protected computers, servers or third-party cloud services, where it can be accessed only by a small number of MHDS staff. Passwords will be kept secure. Limited historic information is retained as a printed copy at our business premises

5. Your rights

1. You have a number of rights in relation to the personal information we have about you. If you wish to exercise any of these rights, please contact us in one of the ways listed above.
2. You have a right of access to the personal information we hold about you
3. You have the right to correct any information we have about you, should you think that it is wrong or incomplete
4. You have a right to object to our use of your personal information for direct marketing purposes. If you no longer wish to receive communications from us, please contact us.
5. You have the right to ask us to delete your information. You should be aware that if we do this, we will have no record of the fact that you have asked us not to receive communications from us. It is therefore possible that you may start to receive communications from us at some point in the future, if we obtain details from a different source
6. Where our processing of your personal information is based upon your consent, you will have the right to withdraw it any time. Please contact us if you want to do so.
7. To complain about the way we use your information to the Information Commissioners Office

6. Amendments

1. We may update this policy from time to time
2. You should check with us regularly to ensure you are happy with any change to policy

Signed: Matthew Halsall

Position: Director and Data Protection Officer

Date: 24/04/2024