
PRIVACY POLICY

BACKGROUND:

Portland Port Limited (PPL)/Portland Harbour Authority Limited (PHAL) (or The Portland Port Group) understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits our website, www.portland-port.co.uk and will only collect and use personal data in ways that are described here and in a manner that is consistent with The Groups obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our web site and you will be required to read and accept this Privacy Policy when signing up for a purchasing contract. If you do not accept and agree with this Privacy Policy, you must stop using www.portland-port.co.uk immediately.

1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

“Cookie”	means a small text file placed on your computer or device by our site when you visit certain parts of our site and/or when you use certain features of our site. Details of the Cookies used by our Site are set out in section 13, below;
“Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
“Purchasing Contract”	means an account required to access and/or use certain areas and features of our Site;
“We/Us/Our/The Group”	means Portland Port Limited and Portland Harbour Authority Limited companies registered in England under company numbers 03002686 and 03158010, whose registered address is Bingham's Melcombe, Dorchester, Dorset, DT2 7PZ, and whose main trading address is Castle Town, Portland, Dorset DT5 1PP.

2. Information About Us

- 2.1 Our site is owned and operated by www.alacrify.co.uk, a limited company registered in England under company number 05658683, whose registered address is Agriculture House, Acland Road, Dorchester, Dorset, England, DT1 1EF and whose is also the main trading address.
- 2.2 Our VAT number is PPL/684624114, PHAL/673912808
- 2.3 Our Data Protection Leads are Clive Thomas or Lorrie Green, and can be contacted by email at c.thomas@portland-port.co.uk or l.green@portland-port.co.uk, by telephone on 01305 824044, or by post at Portland Port Castle Town, Portland, Dorset DT5 1PP.

3. **What Does This Policy Cover?**

This Privacy Policy applies only to your use of our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

4. **Your Rights**

4.1 As a data subject, you have the following rights under the GDPR, which this Policy and our use of personal data have been designed to uphold:

- 4.1.1 The right to be informed about our collection and use of personal data;
- 4.1.2 The right of access to the personal data we hold about you (see section 12);
- 4.1.3 The right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact us using the details in section 14);
- 4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data we hold about you (we only hold your personal data for a limited time, as explained in the Retention Appendix.
- 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
- 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
- 4.1.7 The right to object to us using your personal data for particular purposes; and
- 4.1.8 Rights with respect to automated decision making and profiling.

4.2 If you have any cause for complaint about our use of your personal data, please contact us using the details provided in point 2.4 above. We will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

5. **What Data Do We Collect?**

Depending upon your use of our Site, we may collect some or all of the following but not limited to personal and non-personal data (please also see section 13 on our use of Cookies and similar technologies):

- 5.1 name;
- 5.2 date of birth;
- 5.3 gender;
- 5.4 business/company name;
- 5.5 job title;
- 5.6 profession;
- 5.7 contact information such as email addresses and telephone numbers;
- 5.8 demographic information such as your post code;

- 5.9 financial information such as credit / debit card numbers;
- 5.10 IP address;

6. **How Do We Use Your Data?**

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under GDPR at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (e.g. by subscribing to emails), or because it is in our legitimate interests. Specifically, we may use your data for the following purposes:
 - 6.2.1 Providing and managing your access to our Site;
 - 6.2.2 Supplying our product/services to you (please note that we require your personal data in order to enter into a contract with you);
 - 6.2.3 Personalising and tailoring our products/services for you;
 - 6.2.4 Replying to emails from you;
 - 6.2.5 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by hitting the opt out button on our newsletters);
 - 6.2.6 Market research;
 - 6.2.7 Analysing your use of our Site and gathering feedback to enable Us to continually improve our Site and your user experience;
- 6.3 With your permission and/or where permitted by law, we may also use your data for marketing purposes which may include contacting you by email, telephone or text message and post with information, news and offers on our products/services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that we fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 Third parties whose content appears on our Site may use third party Cookies, as detailed below in section 13. Please refer to section 13 for more information on controlling Cookies. Please note that we do not control the activities of such third parties, nor the data they collect and use and advise you to check the privacy policies of any such third parties.
- 6.5 You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it.
- 6.6 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Please see our Appendix Retention Document.

7. **How and Where Do We Store Your Data?**

- 7.1 We only keep your personal data for as long as we need to in order to use it as described above in section 6, and/or for as long as we have your permission to keep it.
- 7.2 Some or all of your data may be stored outside of the European Economic

Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). You are deemed to accept and agree to this by using our Site and submitting information to us. If we do store data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under GDPR

7.3 Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through our Site.

8. **Do We Share Your Data?**

8.1 In certain circumstances, we may be legally required to share certain data held by Us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal obligations, a court order, or a governmental authority.

8.2 We may sometimes contract with third parties to supply products and services to you on our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.

8.3 We may compile statistics about the use of our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you.

8.4 In certain circumstances, we may be legally required to share certain data held by Us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal requirements, a court order, or a governmental authority.

9. **What Happens If Our Business Changes Hands?**

9.1 We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by us.

9.2 In the event that any of your data is to be transferred in such a manner, you will may be contacted in advance and informed of the changes.

10. **How Can You Control Your Data?**

10.1 You may wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

11. **How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by us (where such data is held). Under the GDPR, no fee is payable and we will provide any and all information in response to your request free of charge. Please contact us for more details.

12. **Our Use of Cookies**

- 12.1 Our Site may place and access certain first party Cookies on your computer or device. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve our services.
- 12.2 By using our Site, you may also receive certain third-party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than us. These Cookies are not integral to the functioning of Our Site and your use and experience of Our Site will not be impaired by refusing consent to them.
- 12.3 Certain features of our Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. You may still block these Cookies by changing your internet browser’s settings as detailed below in section 13.6, but please be aware that our Site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.
- 12.4 Our Site uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how our Site is used. This, in turn, enables us to improve our Site and the products/services offered through it. You do not have to allow us to use these Cookies, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.
- 12.5 The analytics service(s) used by Our Site use(s) Cookies to gather the required information.
- 12.6 In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 12.7 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.
- 12.8 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

13. **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.