



DATA PRIVACY POLICY

Fox Self Storage is committed to delivering a service to the highest standard and principally moving or storing people's personal effects or the contents of their homes and offices wherever they need them to be. We appreciate how important your privacy is and recognise that we are being trusted with protecting it, so the purpose of this privacy notice is to give you a clear explanation about how we collect and use your personal data. We think it's important that you read this privacy notice in full so that you understand what data we collect about you, how we collect, use and look after that data, what privacy rights you have and how the law protects you.

Data Controller

For all of our services, the data controller – the company that is responsible for personal data – is Fox Self Storage Ltd.

We have appointed a data protection officer (DPO) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, you can contact our DPO at dataprotection@fox-moving.com. If you feel you need to, you also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk).

The Personal Data we collect about You

We collect, use, store and transfer different kinds of personal data about you to enable us to provide you with a service or sell you products and, where we are permitted, to tell you more about the services we can provide to you.

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

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

- Name and contact details – this includes your name, title, billing address, delivery address, email address and telephone numbers.
- Payment information – this includes your bank account and/or payment card details, where it has been provided to us and is necessary to process a payment.
- Purchase history – this includes details about services that we have provided to you and charged you for.
- Profile information – this includes your username and password if you use our Web portal for receiving quotations and accept or pay an invoice through that portal
- Marketing preferences – this includes your preferences in receiving marketing from us and your communication preferences.
- Customer service history – this includes interactions with us over the phone, via the website or on social media.
- Information about your device and how you use our websites and apps – this includes information you give us when you browse our websites or apps, including your internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, as well as how you use our websites and apps.



How we collect Personal Data

We will collect personal data from and about you in the following ways, but we will only collect this data to fulfil legal and lawful processing of it.

- **Direct interactions.** You may give us your name and contact details and payment information by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - Request a quotation or purchase products or services from us;
 - create an account on our websites or apps;
 - subscribe to our mailing lists or newsletters;
 - request marketing to be sent to you;
 - take part in a competition, promotion or survey; or
 - give us some feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect information about your device and how you use our websites and apps. We collect this personal data by using cookies, server logs and other similar technologies.
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources such as information about your device and how you use our websites and apps from analytics providers such as Google based outside the EU.
- Name and contact details, payment information and purchase history from providers of technical, payment and delivery services.

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:

- Where we need to perform the contract, we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.
- For certain processing purposes, we may request your **consent** to authorise the processing. For example, if you are not a customer of Fox and have not enquired about our products or services, we would need a clear consent from you in order to send any communications to you about our products or services.

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out in the tables below a description of what we do with your personal data and why we do it. We have also identified what our legitimate interests are where appropriate.

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.

How?	What?	Why?
To register you as a new customer and manage your account	Name and contact details Profile information	To perform our contract with you. We can't set up an account for you if we don't know who you are or what your username and password is.
To enable you to log into our website simply and easily without having to create a specific account and to allow you to interact with our	Name and contact details Linked account information	We have a legitimate interest - to make it easier for you to use our website and purchase those hot tickets you're after or get in touch with us if you have need help with a query.



customer service team via social media		
To sell you other products and services	Name and contact details Purchase history	To perform our contract with you. We can't sell to you if we don't know who you are and where you are.
To take payments and give refunds	Payment information	To perform our contract with you. We wouldn't last long if we could not charge for our services.
To send you service messages, such as when we need to tell you about a change to the service	Name and contact details	To perform our contract with you. You need to know if there are any changes to your relocation or to the schedules advised
To provide customer service and support	Purchase history Customer service history	To perform our contract with you. You expect (and we want to deliver) the best possible customer service.
To provide training to our staff	Customer service history	We have a legitimate interest – so that we can make sure you get the best possible customer service.
To send you information about new products and services or improvements to existing services	Name and contact details Marketing preferences	We have a legitimate interest – to develop our products and services and to grow our business. If you're not an existing customer, we will only send this information with your permission.
To ask you to leave a review or take a survey	Name and contact details Profile information Marketing preferences	We have a legitimate interest - to study how customers use our products/services and to ensure we're giving you what you want and stay ahead of the competition.
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Name and contact details Payment information Information about your device and how you use our websites and apps	We have a legitimate interest - for running our business, provision of administration and IT services, network security, to prevent and protect fraud and in the context of a business reorganisation or group restructuring exercise. We've also got a legal obligation.
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	Name and contact details Purchase history Profile information Information about your device and how you use our websites and apps Marketing preferences	We have a legitimate interest - to study how customers use our products/services and which events they attend, to develop them, to grow our business and to inform our marketing strategy. So that we can ensure that we're giving you what you want and stay ahead of the competition.
To use data analytics to improve our website, events/products/services, marketing, customer relationships and experiences	Name and contact details Purchase history Profile information Information about your device and how you use our websites and apps Marketing preferences	We have a legitimate reason to monitor how visitors interact with our website in order to provide the end user with the best tailored experience and to engage them within potential sales activity.

MARKETING MESSAGES AND PROMOTIONAL OFFERS

You will receive marketing communications from us if you have requested information from us or purchased products or services from us. You'll also receive these communications if you have said



that we can send them to you when you provided us with your details when you first contacted us, requested information signed up to use our portal etc.

You can tell us that you want to stop receiving marketing communications from us at any time. You can do this via our preference centre within your account, by clicking on the unsubscribe link in any email we send you or by contacting us directly by email, post or over the phone.

We'll process any such request as quickly as we can, but it might take a few days for all of our systems to be updated. Don't worry about not getting updates on any services that we are providing at the time – stopping marketing communications won't stop service communications, so you'll continue to get all the information you need.

COOKIES

We use cookies on our websites. 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 the website may become inaccessible or not function properly.

SHARING YOUR PERSONAL DATA

We're serious when we say we're committed to protecting your privacy – we want to earn and maintain your trust, so we do not sell any of your personal data to any third party.

We do not, and will not, sell any of your personal data to any third party – including your name and contact details and your payment information.

We do, however share your personal data with certain companies who play an essential part in enabling us to provide our products and services to you, which include the following:

- The Companies that do things to get your purchases and services to you, such as agents, shipping lines, transport companies and various service partners
- Payment service providers, order packers and delivery companies
- Professional service providers such as IT and system administration providers and website hosts, who help us run our business
- Law enforcement and fraud prevention agencies, so we can help tackle fraud
- Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based who provide consultancy, banking, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.
- Companies approved by you, such as social media sites (if you choose to log in via your accounts with them)

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.



SENDING YOUR PERSONAL DATA TO COUNTRIES OUTSIDE EUROPE

Sometimes we might need to transfer your personal data to third-party processors outside the European Economic Area (EEA) – for example:

- To provide packing and removal services in other parts of the world that you may move from or to
- Shipping lines and transport companies which we may engage to move your goods
- To process your payment details or provide support services.

We will only do this if there are appropriate safeguards in place to make sure your personal data receives the same protection as when it is being processed inside the EEA.

KEEPING YOUR PERSONAL DATA SECURE

We're committed to keeping your personal data secure and 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.

HOW LONG WE WILL KEEP YOUR PERSONAL DATA FOR

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.

In some circumstances, you can ask us to delete your data: see the section detailing your legal rights below for further information.

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.

YOUR LEGAL RIGHTS

You have many legal rights relating to your personal data, including the right to object to processing of your personal data or to withdraw consent.

- *The right to request access to your personal data.*
- *The right to request correction of your personal data.*
- *The right to request erasure of your personal data.*
- *The right to object to processing of your personal data or to withdraw consent. Remember, you can always stop direct marketing messages via the preference centre in your account, by clicking on an unsubscribe link in any of our emails or getting in touch via email, phone or post.*
- *The right to request restriction of processing your personal data.*
- *The right to request a transfer of your personal data to another service provider.*

If you wish to exercise any of the rights set out above or if you have any questions or a complaint, please [contact us](#).