

MITCHELLS AUCTION COMPANY LIMITED

PRIVACY NOTICE

Introduction

Mitchells Auction Company Ltd (The Company) is committed to being transparent about how it handles your personal information, to protecting the privacy and security of your personal information and to meeting its data protection obligations under the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. The purpose of this privacy notice is to make you aware of how and why we might collect and use your personal information, including any such information we already hold about you. We are required under the GDPR to notify you of the information contained in this privacy notice.

We will update this privacy notice if we make any significant changes affecting how we use your personal information and contact you to let you know about the change.

Who we are

The Company provides an auctioneering service in both livestock and goods and has a land agency department which includes the selling of properties. The Company is the data controller of the personal data which you provide or which we gather about you.

The information you provide to us may include information about other individuals who are associated with the management of your business, the administration of your account with us or, if you are a limited company, corporate contacts within your business. If this is the case, you need to provide them with a copy of this notice prior to providing us with that information.

The types of personal information we collect about you

In order to conduct business with you we require your name, address, contact details, information to allow us to check your identity, and information about your credit history. Depending on which of our services you are using we may also need your bank account details. We may on occasion require additional personal information in order to provide our service.

How we collect your personal information

Your personal information is obtained directly from you. This may be from:

- Postal application and request forms.
- Email, post, fax and mail correspondence.
- Phone calls.
- Personal contact with our employees.
- From other organisations such as Companies House, solicitors, credit reference agencies.

We may obtain some personal information from monitoring or recording calls and when we use CCTV. We record or monitor phone calls with you for training and to resolve queries or issues. We use CCTV for the prevention and detection of crime.

Why and how we use your personal information

We require your name, address and contact details in order to be able to do business with you and provide our services. We may also be required to collect, use and share additional personal information for specific purposes as outlined below.

Why	What	Basis	Why legitimate
Provision of our business services	Personal and contact information plus anything else necessary for completion of contract	Contract	
Proof of identity	Personal details and accepted identification documents	Legal requirement	
Credit worthiness	Personal and financial details	Legitimate	To reduce the risk of slow payment and bad debt
Management of payments to and from you	Contact details and bank, card or other payment details	Contract	
Financial management and debt recovery	Personal and contact information given to and received from third parties e.g. solicitors	Contract Legitimate	Duty to shareholders to collect outstanding dues.
Insurance or legal claims or disputes	Relevant information given to and received from third parties	Legitimate	Duty to shareholders to protect the business
To provide customers with information and details (direct marketing)	Personal and contact details plus history of business done with us	Legitimate Consent	As a service to our customers (buyers and sellers) To develop our business and improve results for shareholders
To produce internal reports and stats	Personal details	Legitimate	To identify strengths and weaknesses and look to improve our services

The legal basis for processing your personal information

We will only use your personal information when the law allows us to. The legal bases for processing are:

Contract – processing is necessary to enter into and perform a contract with you;

Legal obligation – processing is necessary for compliance with a legal obligation e.g. anti-money laundering practices;

Legitimate interest - processing is necessary for maintaining contact and pursuing our legitimate interests without over-riding your interests and fundamental rights;

Consent – where consent has been given freely, specifically, informed and unambiguously.

Where we have your consent you have the right to withdraw it. You can do this by contacting the Company Secretary in writing at the head office or by calling in at our offices or by telephone.

Disclosure of your personal information

We will share personal information between the different departments of The Company and with third parties in order to be able to make products and services available to you, market products and services to you, meet or enforce a legal obligation or where it is fair and reasonable to do so. We will only disclose your personal information to the extent that it is needed for those purposes. Unless otherwise permitted by law we will enter into agreements with such third parties to ensure that they respect the security of your data and use it only in accordance with data protection laws.

We take reasonable organisational and technical measures to protect your information against unauthorised access, modification or misuse. We use services provided by reputable security providers. Your information is accessed by employees, agents and third party partners on a needs-only basis.

How long we retain your personal information

In the absence of any legal requirements your personal information will be retained for as long as is necessary for the purposes we need it for. Once you no longer transact any business with us we shall keep personal information for seven years from your last transaction date.

Whilst you have an active account with us we will use your personal information for marketing purposes, but will cease to do so once you have not traded with us for over a year and where we do not hold your consent.

We may hold personal data for longer when there are active or potential legal proceedings, when resolving or defending claims or when making remediation payments.

Your rights

- **Access.** You may request access to a copy of the personal information that we hold about you. You will be required to prove your identity with two pieces of approved identification. Your request should be submitted in writing to **The Company Secretary at Mitchells Auction Company, Lakeland Livestock Centre, Cockermonth CA13 0QQ**. We will respond within one month of your written request and confirmed ID. This request is free of charge unless the request is manifestly unfounded or excessive.
- **Rectification.** You can request that any inaccuracies in your data are corrected and any incomplete information is completed. Please contact the Company Secretary at the address given above.
- **Erasure.** You can request that we delete your personal information where it is no longer necessary for us to use it, where you have withdrawn consent, or where we have no lawful purpose for keeping it.
- **Restricted processing.** You may request that we restrict the personal information we use about you.
- **Portability.** You can request that we provide you or a third party with some of the personal information we hold about you in a structured, commonly used, electronic form so that it can be easily transferred.
- **Object.** You may object to our processing of your personal information. Please contact the Company Secretary at the above address providing full details of your objection.
- **Withdraw consent.** Where you have previously given consent you may subsequently withdraw it or update your marketing preferences. You can do this by contacting the Company Secretary in writing at the head office or by calling in at our offices or by telephone.

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application

can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Enquiries and complaints

Please contact us if you have any enquiries arising from this privacy notice. Where possible please raise all enquiries in writing.

If you are unhappy with our work or something that we have done or failed to do, please inform us in writing. We will acknowledge receipt of all complaints and will endeavour to investigate the complaint as soon as is reasonably practicable.

All complaints should be sent to:

The Company Secretary
Mitchells Auction Company Ltd
Lakeland Livestock Centre
Cockermouth
CA13 0QQ
Tel. 01900 822016

You may also complain directly to the Information Commissioner's Office if you are concerned with how we are handling your personal information. Their contact details are:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF