

**Data Protection Policy**

**Amtech Premium Limited (trading as R50 Website Design and Marketing)**

## **1. Purpose**

Amtech Premium Limited, trading as R50 Website Design and Marketing (“the Company”), is committed to protecting the rights and privacy of individuals in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other relevant legislation.

This policy sets out how we collect, use, store, and protect personal data in the course of our business operations.

## **2. Scope**

This policy applies to:

* All employees, contractors, and third parties acting on behalf of the Company.
* All processing of personal data carried out by the Company in relation to customers, suppliers, partners, and employees.

## **3. Principles of Data Protection**

The Company adheres to the following principles when handling personal data:

1. **Lawfulness, fairness, and transparency** – Data will be processed lawfully, fairly, and in a transparent manner.
2. **Purpose limitation** – Data will be collected for specified, explicit, and legitimate purposes and not further processed in an incompatible manner.
3. **Data minimisation** – Only data that is necessary for the stated purpose will be collected.
4. **Accuracy** – Data will be accurate and kept up to date.
5. **Storage limitation** – Data will be kept only for as long as necessary.
6. **Integrity and confidentiality** – Data will be processed securely to protect against unauthorised access, loss, or damage.
7. **Accountability** – The Company is responsible for, and can demonstrate compliance with, data protection principles.

## **4. Legal Basis for Processing**

We will only process personal data when one or more of the following applies:

* Consent has been given.
* Processing is necessary for the performance of a contract.
* Processing is necessary for compliance with a legal obligation.
* Processing is necessary to protect vital interests.
* Processing is necessary for legitimate business interests, except where overridden by the rights of individuals.

## **5. Data We Collect**

The types of personal data we may collect include:

* Customer contact details (name, email, phone, address).
* Business information (company name, job title, website details).
* Financial information (bank/payment details for invoicing).
* Employee and contractor data for HR and payroll purposes.

## **6. How We Use Personal Data**

We process personal data for purposes including:

* Delivering our services (website design, marketing, SEO, social media, and related activities).
* Managing customer accounts, contracts, and billing.
* Communicating with customers, suppliers, and partners.
* Marketing our services (where lawful consent or legitimate interest applies).
* Employment administration and legal compliance.

## **7. Data Security**

We implement appropriate technical and organisational measures to protect data, including:

* Secure servers and encrypted storage.
* Role-based access controls.
* Regular system updates and monitoring.
* Staff training on data protection and confidentiality.

## **8. Data Sharing**

We will not share personal data with third parties unless:

* Required by law or regulation.
* Necessary to perform our services (e.g., subcontractors, hosting providers).
* The individual has given explicit consent.

Where third parties process data on our behalf, we ensure appropriate contracts and safeguards are in place.

## **9. Data Retention**

We retain personal data only for as long as necessary to fulfil its purpose, comply with legal obligations, or resolve disputes. Once data is no longer required, it will be securely deleted or anonymised.

## **10. Individual Rights**

Under UK GDPR, individuals have the following rights:

* The right to access their personal data.
* The right to rectify inaccurate or incomplete data.
* The right to erase personal data (“right to be forgotten”).
* The right to restrict or object to processing.
* The right to data portability.
* The right to withdraw consent at any time.

Requests relating to these rights should be directed to the Company (see Section 13).

## **11. Data Breaches**

In the event of a data breach, the Company will:

* Contain and assess the breach.
* Notify the Information Commissioner’s Office (ICO) within 72 hours, where required.
* Inform affected individuals where there is a high risk to their rights and freedoms.
* Keep a record of all breaches, regardless of severity.

## **12. Staff Responsibilities**

All staff handling personal data must:

* Follow this policy and related procedures.
* Ensure personal data is accurate and up to date.
* Report suspected data breaches immediately to management.

## **13. Contact Information**

For any questions, concerns, or to exercise data rights, please contact:

**Data Protection Officer**
Amtech Premium Limited (trading as R50 Website Design and Marketing)
Minerva House, 2 Highweek Street, Newton Abbot, TQ12 1TH
 info@r50marketing.co.uk 01626 903 151

## **14. Policy Review**

This policy will be reviewed annually, or sooner if required by changes in legislation or business practices.