

Privacy Notice



1. What we need

Our Personal Data Protection Policy governs the use and storage of your data. You can see our Personal Data Protection Policy at [\[Link\]](#)

Lifeline Alarm Systems Ltd is a Controller of the personal data you (data subject) provide us. We collect the following types of personal data from you:

- Generic Personal Data, including Names, address and contact details, email addresses, telephone numbers. Similar data will also be retained for emergency contacts.

2. Why we need it

We need your personal data in order to provide you with the following services:

- We collect information about you when you register an enquiry with us or place an order for products or services. We also collect information when you voluntarily complete customer surveys, provide feedback and participate in competitions. Website usage information is collected using cookies. Data volunteered by telephone is considered consent from the data subject.
- Processing is necessary for the performance of a contract with the data subject or to take steps to enter into a contract
- Processing is necessary for compliance with a legal obligation

3. What we do with it

Your personal data is processed in Lifeline Alarm Systems Ltd, Newport, Isle of Wight located in England, United Kingdom. Hosting and storage of your data takes place in Lifeline Alarm Systems Ltd facilities and authorised 3rd party service providers which are located in the UK.

In processing your order, we may send your details to, and also use information from credit reference agencies and fraud prevention agencies as well as parties required to form part of the service chain, such as our Alarm Receiving Centre or Monitoring Station and emergency services.

No third party providers have access to your data, unless specifically required by law or because the access is essential to the running of the service which they supply.

4. How long we keep it

Under the laws of England and Wales, we are only required to keep your documents for the minimum period of time. Details of time scales are recorded on our Data Retention Policy. After this period, your personal data will be irreversibly destroyed. Any personal data held by us for marketing and service update notifications will be kept by us until such time that you notify us that you no longer wish to receive this information. Please see [Data Retention Policy] for more information on our personal data retention schedule.

5. What are your rights?

Should you believe that any personal data we hold on you is incorrect or incomplete, you have the ability to request to see this information, rectify it or have it deleted. Please contact us through [Data Subject Access Request Form].

In the event that you wish to complain about how we have handled your personal data, please contact our Data Protection Officer at cindynewham@lifeline-security.co.uk or in writing at Lifeline Alarm Systems Ltd, The Island Security Centre, Riverway, Newport, Isle of Wight PO30 5UX. The Data Protection Officer will then look into your complaint and work with you to resolve the matter.

If you still feel that your personal data has not been handled appropriately according to the law, you can contact the Information Commissioners Office on Telephone 0303 123 1113 or electronically at <https://ico.org.uk/concerns/> and raise a complaint with them.