



# **RIO ASPHALT AND PAVING CO. LTD**

## **GDPR and Privacy Policy Statement 2024/2025**

### **Privacy and GDPR Policy Statement**

**Effective From: 01/11/2024**

**Rio Asphalt and Paving Co. Ltd**

**50 Devon Street, Nechells, Birmingham, B7 4SL**

**Company Registration Number: 1029534**

**ICO Registration Number: ZA214328**

### **1. Introduction**

At Rio Asphalt and Paving, we are committed to protecting your privacy and ensuring that your personal data is handled responsibly and in compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws. This policy outlines how we collect, use, store, and protect personal information in the course of our business activities, including our use of a Customer Relationship Management (CRM) system.

### **2. Who We Are**

Rio Asphalt & Paving Co Ltd are industry leaders in offering effective specialist solutions to any waterproofing projects, including extensive flat roofing systems, service deck refurbishment, underground car park / storage waterproofing and multi-story car park surface treatments. We offer a unique one-stop approach for all of your roofing requirements, delivering waterproof industrial roofing and cladding aesthetics expertise for both refurbishment and new build projects. We also provide unbiased technical advice and expertise across all roof disciplines in order to ensure the best possible technical solution is specified.

### **3. What Information We Collect**

We may collect and process the following types of personal data:

- Full name and contact details (email, phone number, address)
- Business or site address(es)
- Job title or role within an organisation
- Bank details (for payment purposes)
- Project-related documentation
- Communications and correspondence records
- IP address and website usage data (if using our website)

This information may be collected through our website, by phone, email, forms, contracts, or during in-person meetings.

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50 Devon Street, Nechells, Birmingham. B7 4SL

Tel: 0121 359 5522

**[www.riogroup.co.uk](http://www.riogroup.co.uk)**





#### **4. How We Use Your Data**

We collect and process personal data for the following purposes:

- To manage and deliver our construction services
- To communicate with clients, suppliers, and subcontractors
- For quoting, invoicing, and payment processing
- To manage contracts and legal obligations
- To maintain records in our CRM system to track enquiries, projects, and communications

Our CRM system is a secure digital platform used to manage business relationships and data efficiently. It helps us keep your information accurate and up-to-date and ensures that communications are timely and relevant.

#### **5. Legal Basis for Processing**

We rely on the following lawful bases for processing your personal data:

- Contractual necessity – to carry out pre-contract and contractual obligations
- Legal obligation – to comply with financial, employment, and health & safety regulations
- Legitimate interest – to manage our operations, relationships, and communications effectively
- Consent – where applicable, especially for marketing communications

#### **6. Data Sharing and Disclosure**

We do not sell or rent personal data. However, we may share information with trusted third parties, such as:

- Professional advisors (accountants, legal advisers)
- IT and CRM software providers
- Subcontractors and suppliers working on a project
- Regulatory bodies, HMRC, or law enforcement when required

All third parties are required to respect the security and confidentiality of your data and to act in accordance with data protection laws.





## **7. Data Retention**

We retain personal data only for as long as necessary for the purposes for which it was collected, including legal, accounting, or reporting requirements. Typically:

- Project and contract records: up to 6 years post-completion
- Financial records: 6 years minimum
- CRM communications: reviewed regularly and deleted if no longer relevant

## **8. Data Security**

We take data security seriously and have appropriate measures in place to:

- Prevent unauthorised access, alteration, disclosure, or loss
- Restrict data access to authorised personnel only
- Maintain regular software and CRM updates
- Use encryption and secure backups
- We do not transfer personal data outside of the UK. If such transfers occurred in the future, we would ensure appropriate safeguards are in place.

## **9. Your Data Protection Rights**

Under the UK GDPR, you have rights including:

- The right to access the personal data we hold about you
- The right to rectification of inaccurate data
- The right to erasure ("right to be forgotten")
- The right to restrict or object to processing
- The right to data portability
- The right to withdraw consent (where applicable)

To exercise any of these rights, please contact us using the details below.





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### 10. Cookies and Website

If you use our website, we may collect data via cookies. You can control cookie settings in your browser.

### 11. Contact Us

If you have any questions or concerns about this policy or your personal data, please contact:

**Data Protection Officer:** Jason Whitehouse

**Email:** [Jason@riogroup.co.uk](mailto:Jason@riogroup.co.uk)

**Phone:** 0121 3595522

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at <https://www.ico.org.uk>

This policy is available on our website and can be provided in hard copy upon request.

**Signed by:**

Ian Deacon, Managing Director  
On Behalf of Rio Asphalt and Paving  
**Date:** 01/11/2024

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