



Bence Group GDPR update

The Bence Group is committed to responsible data use and is proactively working to ensure we meet the standards laid down in the latest GDPR legislation. From time to time, this policy statement may change to reflect changes in legislation.

How we use your data:

Wherever possible, collection of data is restricted to specific information we need to legitimately perform our contractual obligations to you as a customer. For example, when you place an order with us for delivery, this may include your name, address, telephone number, email address and the delivery address if different. If we order goods on your behalf with a supplier who delivers direct, your contact details are shared with that supplier so they can legitimately fulfil their contractual obligation with us and you. If you pay by credit, debit or charge card in store or over the telephone, your card details are transmitted directly to our card payment processor and not stored on any devices within our network. Card payments on ecommerce websites are sent securely to a card payment processor for authorisation and not stored on our servers. Staff are instructed not to hold payment card details in any format, paper or electronic. The Bence Group proactively maintains PCI/DSS compliance. If you apply for a credit account with us, we will ask for details that would be legitimately required to open and administer a credit facility for you. We may store information about your visits to and use of our websites; information about any transactions carried out between you and us on or in relation to our websites, including information relating to purchases of goods or services and information you provide to us for the purpose of registering with us and/or subscribing to our website services. In common with most websites, our websites use cookies. A cookie is a text file sent by a web server to a web browser which allows the web server to identify and track the web browser. We may also use that information to recognise your computer when you visit our website, and to personalise our website for you. Other information about visits to our websites may include IP address, geographical location, browser type, referral source, length of visit and number of page views. We may use this information to administer websites, to improve website usability, and for marketing purposes. CCTV recording takes place on all our sites to protect staff and customers and to deter theft. CCTV images are securely stored on our site and are only viewed by authorised staff. We do not release CCTV data except for direct requests from law enforcement agencies. Yellow warning signs are displayed on all premises with a contact telephone number.

Who we share data with:

Access to customer account data is strictly controlled with physical and technological protection. Data is occasionally securely transferred to our business systems providers to assist in analysing and resolving technical issues; it is only kept for as long as needed and is not passed to any other party. We make use of third party CRM systems to track and quality control some sales order progresses, which may use overseas data storage. These systems are fully compliant with EU-U.S. Privacy Shield

Framework requirements. We do not sell customer data or share data with external marketing companies. Document data is sent securely to our document management provider and processed securely for printing and postage of invoices and statements. If you apply for a credit account with us, we may share your details with external credit reference agencies and credit insurance companies. If you have a rebate or contract agreement with a supplier, whose materials are purchased by you through us, we may share your contact details and details of purchases with that supplier in order to administer your account. We do not share customer contact details and email addresses with external marketing companies. Data may be shared with law enforcement and other government agencies where we are legally compelled to do so.

Storage of data:

We store customer account data and sales records for as long as reasonably needed to legitimately deal with customer enquiries relating to historical transactions and perform contractual obligations. We are legally required to hold some data for longer periods of time. We endeavour to delete all obsolete or unnecessary data in a timely manner.

Your rights:

You have the right to know what data we hold about you and to correct any inaccuracies that may be contained in it, and to request deletion of data that does not conflict with our legitimate need to be able to fulfil our contractual obligations. We endeavour to complete all such requests within 30 days and will not charge for providing data on request. You can withdraw consent and unsubscribe from mailing lists at any time and request any changes to your account details by calling our accounts department on 01242 237241, emailing accounts@bence.co.uk or writing to us at George Bence & Sons (Cheltenham) Ltd. 41-47 Fairview Road, Cheltenham, Glos GL52 2EJ.