

PRIVACY NOTICE

This notice explains how **David Stanley Sales Ltd** (trading as David Stanley Transport) uses personal data. It covers our website <https://www.stanleygroup.co.uk> and the same contact form and cookies on our Google Ads landing pages.

Company number 1581711. VAT 395 6363 11.

Registered office: Stordon Grange, Osgathorpe, Leicestershire LE12 9SR.

Trading address: Unit 9, Vulcan Way, Hermitage Industrial Estate, Coalville, Leicestershire LE67 3FW.

Tel: 01530 510550.

Data-protection lead: Adam Stanley, Operations Director.

Privacy requests: adam@davidstanleytransport.com

We are the data controller. We are not required to appoint a Data Protection Officer. This notice is written under UK GDPR, the Data Protection Act 2018, the Data (Use and Access) Act 2025, and PECR (cookies).

1. What we collect and why

Website enquiries and quotes. The contact form asks for your name, email address and telephone number so we can quote for HIAB haulage, lifting, cabin and container work, and related jobs. Lawful basis: steps needed before a contract (UK GDPR Article 6(1)(b)), and our legitimate interest in answering enquiries (Article 6(1)(f)).

Jobs we carry out. We keep site contacts and delivery and collection addresses so we can plan, carry out and invoice the work. Lawful basis: contract (Article 6(1)(b)).

Phone calls. Calls to 01530 510550 are recorded for training and monitoring, as stated on our Contact Us page. Lawful basis: legitimate interests (Article 6(1)(f)).

WhatsApp. If you use the chat button on the website, WhatsApp (Meta) processes that conversation on their terms as well as ours. Use the contact form or phone if you prefer not to use WhatsApp.

We do not use your details for marketing emails, texts or calls. There is no job-application form on the website.

2. Cookies and ads

We use a cookie banner. Essential cookies (for example remembering your cookie choice) do not need consent. We do not set Google Analytics or Google Ads cookies until you accept non-essential / third-party cookies.

Google Analytics — to see how many people use the site and which pages are used, so we can improve it. This is not strictly necessary, so it runs only with your consent.

Google Ads — to measure whether an advert led to a visit or enquiry. We do not run Google remarketing (audience) cookies. Conversion measurement cookies are still advertising cookies and

need consent. If you reject third-party cookies, ads may still show, but we will not measure them with those cookies.

You can change your choice later using the cookie settings on the site. Google may process data outside the UK using UK-approved safeguards. See Google's privacy notice for their role as provider.

3. Who we share data with

We do not sell customer details and we do not pass them to other hauliers or marketers. The only organisations that may process data for us are:

- our website host, so the site and contact form work
- Google, if you accept Analytics or Ads cookies
- WhatsApp / Meta, if you use the chat button
- HMRC, DVSA, the police or insurers, if the law requires it (for example tax records or an incident)

4. How long we keep it

- Email quotes and related enquiry details: 5 years
- Accounts documents (invoices, ledgers): 7 years
- Call recordings: only as long as needed for training and monitoring, then deleted
- Cookie data: according to each cookie's own life, or until you clear cookies / withdraw consent

5. Staff data

Employee personal details, driving-licence checks and HR files are not collected through the website. They are held under our internal Data protection and use of employee's personal data policy. Staff should use that policy, or email Adam at the address above.

6. Your rights

You can ask us for a copy of your data, to correct it, to delete it, to restrict or object to how we use it, or (where we rely on consent, including cookies) to withdraw consent. Withdrawing consent does not affect anything we already did while we had it.

Email adam@davidstanleytransport.com or write to Adam Stanley at the registered office above, or call 01530 510550.

We will acknowledge a data-protection complaint within 30 days and tell you the outcome. If you are not satisfied you can complain to the Information Commissioner's Office: <https://ico.org.uk/make-a-complaint/> or ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

7. Updates

We may update this notice when our site or the law changes.

David Stanley Sales Ltd T/A David Stanley Transport · <https://www.stanleygroup.co.uk> · 01530 510550