



Individuals have the right to be informed about the collection and use of their personal data. This is a key transparency requirement under the General Data Protection Regulations (GDPR).

Assured Response LTD is committed to ensuring that your personal data is protected.

Should we ask you to provide certain information by which you can be identified, then you can be assured this information will only be used for the stated business purpose, in accordance with this privacy notice, data protection legislation and agreements we have in place with your insurance provider.

This privacy notice sets out how Assured Response LTD processes and protects any personal identifiable information (PII) about you and the purpose that the information is processed for.

### **Who we are.**

Assured Response LTD are based in Blandford St Mary, Dorset and we specialise in processing home response services on behalf of our insurance clients. To do this effectively and within commercial service level agreements we will take full control of your claim and appoint a representative from our UK Network of approved suppliers to attend your home to make safe and prevent further peril to your property, in line with the terms of your insurance policy.

### **What PII does Assured Response LTD. collect?**

PII is typically supplied to Assured Response LTD for the purpose of fulfilment of the Insurance claim handled by Assured Response LTD on behalf of our commercial clients by;

1. Our commercial clients, typically insurance providers
2. Our client's customers – insurance policyholders, to verify their identity when communicating with our claims fulfilment personnel and to provide bank details, only if payment or reimbursement is required.

Assured Response LTD process a limited and defined range of information about you, securely provided to Assured Response LTD by your insurance company. This includes.

- The name, address and contact details, including email address and telephone number, date of birth and gender of the policyholder,
- Details of any other person named and appointed by the policyholder to act as their representative and on their behalf,
- Policyholder bank account and credit card details where the policyholder has to pay a portion of the claim or is entitled to a refund payment, dependent on the terms and conditions of the insurance policy.





- Additionally claims fulfilment personnel will refer to the terms and conditions of the insurance policy, to ensure claims are handled fairly.

### **How does Assured Response LTD use personal information?**

We use the PII supplied to us by our clients to.

- Verify your identity when you contact us if you have a claim to make,
- To verify the identity of any nominated representative appointed to act on your behalf,
- To manage any costs or refunds attributable to the works undertaken by Assured Response LTD under the terms and conditions of your insurance policy.

### **What legal basis do we have for processing your personal data?**

The legal basis that allows Assured Response LTD to process your personal data is the contractual agreements we have with our clients, typically insurance companies.

Your PII is not used for any additional purposes other than the contracted claims fulfilment agreements.

We do not process any PII other than the information that is described in this policy, and all PII is securely supplied to us by our clients.

### **When do we share personal data?**

We share your personal data (Name, Address and Contact Details) with our appointed repair supplier.

This is necessary to allow them to attend your property for the purpose of completing the claims fulfilment works in line with the terms and conditions of your insurance policy.

This information is supplied securely through our own bespoke mobile App or via secure email.

Each of our appointed suppliers have signed a Data Protection Agreement that describes the purpose of them being supplied personal data and they agree to keep your data secure and to only use it for the purposes intended in the contractual agreement with Assured Response LTD.

### **Where do Assured Response LTD store and process personal data?**

Your data comes to us from your insurers and is securely transferred to our bespoke job management system, we create a unique job ID whenever a claim is made by a policyholder.

Following completion of works to service your insurance claim, we inform our client of works undertaken and your details are then securely stored on our job management system for a further period of 6 years, or any other retention period required by our clients as part of our contractual agreement with them. Please refer to your insurance companies own privacy statement relating to data retention.





At the end of the retention period your personal data is automatically securely destroyed, and the job information is archived in our job management system. We may retain non-Personally Identifiable information relating to the job for data analysis and risk modelling.

### **How do we secure personal data?**

All data held by Assured Response LTD is in electronic format and is stored within data centres in the European Economic Area (EEA), data is fully encrypted to protect data against accidental loss.

- to prevent unauthorised access, use, destruction or disclosure
- to ensure business continuity and disaster recovery
- to restrict access to personal information
- to conduct privacy impact assessments in accordance with the law and your business policies
- to train staff and contractors on data security
- to manage third party risks, through use of contracts and security reviews

### **How long do we keep your personal data for?**

Unless our clients advise otherwise, all PII is securely retained for a period of 6 years. This is based on the guidance provided by the European Data Retention Guidelines.

### **Your rights in relation to personal data**

Assured Response LTD respects the right of data subjects to access and control of their personal data.

Under the terms of GDPR, you have rights in respect of:

- Access to personal information that Assured Response LTD hold about you.
- The right to request correction and deletion of your information that Assured Response LTD hold about you.
- The right to request to Assured Response LTD a restriction of processing or an objection to Assured Response LTD processing your information. In such cases we will have to refer to your insurance provider.

Assured Response LTD believe that this Customer Privacy Notice clearly defines the details about the PII that Assured Response LTD hold about you. Providing you with information about how it is managed and secured to protect the privacy of your PII. However, should you need to contact Assured Response LTD in relation to the situations above please refer to the How to Contact us section that follows and inform us of the clear requirements of your request.

- Please note that any queries relating to the GDPR sections covering data portability are the responsibility of your insurance provider. You should contact them directly in respect of your rights under these clauses of GDPR.
- You also have a right to lodge a complaint with the Information Commissioner's Office (ICO) if you need any advice or feel your data has been misused or that Assured Response LTD has not kept it secure, you should contact them and tell them by.





- - By email at [casework@ico.org.uk](mailto:casework@ico.org.uk)
  - By Telephone at 0303 123 1113 or Textphone: 01625 545860 Monday – Friday, 9am to 4:30pm
  - By Post to the Information Commissioner's Office, Wycliffe House Water Lane, Wilmslow, Cheshire, SK9 5AF

### Use of automating decision-making and profiling

Assured Response LTD does not use profiling or automated decision making.

### How to contact us:

If you need to contact us, you can.

- Email to [info@assuredresponse.co.uk](mailto:info@assuredresponse.co.uk)
- By post to Assured Response LTD, 11 Minerva Way, Blandford St Mary, Dorset, DT11 9FR.

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