



Privacy Policy

1. Introduction

Jack Hodson Limited ("we", "us", "our") is committed to protecting and respecting your privacy. This policy explains how we collect, use, and safeguard your personal data when you visit our website (www.jackhodsonltd.co.uk), enquire about our services, or enter into a contract with us.

We are the "data controller" for the personal information we process.

2. The Data We Collect

We may collect and process the following information:

- **Identity Data:** Name, job title, and professional credentials.
- **Contact Data:** Business address, email address, and telephone numbers.
- **Transaction Data:** Details about services you have purchased from us and payments to/from you.
- **Technical Data:** IP address, browser type, and usage data via cookies when you navigate our website.
- **Vehicle Data:** VIN numbers, registration plates, and fleet identifiers relevant to the conversion services we provide.

3. How We Use Your Data

We will only use your personal data when the law allows us to. Most commonly, we use your data to:

- **Perform a Contract:** To fulfill orders for vehicle conversions and maintenance.
- **Legal Compliance:** To meet our regulatory or statutory obligations.
- **Legitimate Interests:** To respond to enquiries, provide technical support, and improve our services.
- **Safety & Security:** To ensure the traceability of specialist parts and components integrated into emergency service vehicles.

4. Data Sharing

We do not sell your personal data. We may share your information with:

- **Sub-contractors and Suppliers:** Only where necessary to fulfill your vehicle conversion (e.g., specialist telematics or lighting providers).
- **Regulatory Bodies:** If required by law or to protect the safety of the public.
- **Professional Advisers:** Such as lawyers, auditors, and insurers.



5. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way. Access to your personal data is limited to those employees and third parties who have a business "need to know."

6. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements (typically 6–7 years).

7. Your Legal Rights

Under the UK GDPR, you have the right to request access, correction, or erasure of your personal data, as well as the right to object to or restrict certain processing activities.

8. Cookies

Our website uses cookies to distinguish you from other users. You can set your browser to refuse all or some browser cookies, but this may affect the functionality of the website.

9. Contact Us

If you have any questions about this Privacy Policy or our data protection practices, please contact us:

Jack Hodson Limited Email: admin@jackhodsonltd.co.uk

Address: Unit 9 Bechers Drive, Aintree Racecourse Retail & Business Park, Liverpool, L9 5AY

You also have the right to make a complaint at any time to the **Information Commissioner's Office (ICO)** (www.ico.org.uk).