

# Privacy Policy

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## Introduction

GB Waste is a trading entity of Go Green Ltd. This Privacy Policy is for GB Waste (“Company”, “we”, “us”, or “our”), and describes how and why we might collect, store use, and/or share (“process”) your information when you use our services (“Services”).

## Information Collection

At GB Waste we are committed to protecting your privacy. This policy applies where we are acting as a controller of personal data, i.e. where we have determined the purposes and means of the processing of that personal data.

This Privacy Policy includes Privacy Notices which explain the scenarios under which we collect personal information.

## Use of Information

We use the information collected for various purposes, including but not limited to:

- To provide and manage our waste management services.
- To process transactions and related information.
- To communicate with you about our services, promotions and updates.
- To personalise you experience on our websites.
- To improve our websites and services.
- To comply with legal obligations.

## Information Sharing and Disclosure

We may share your information in the following circumstances:

- With service providers and partners who perform services on our behalf.
- With third parties for marketing and promotional purposes, with your consent.
- In response to a legal request or to protect our rights and interests.
- In connection with a business transaction, such as a merger or acquisition.

## Legal Basis

We only process your personal information when we believe it is necessary and we have a valid legal reason (i.e., legal basis) and do so under applicable law. The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- **Consent:** we may process your information if you have given us permission (i.e., consent) to use your personal information. You can withdraw your consent at any time.
- **Performance of a Contract:** we may process your personal information when we believe it is necessary to fulfil our contractual obligations to you.
- **Legitimate Interests:** we may process your personal information where we believe it is reasonably necessary to achieve our legitimate business aims and interest.
- **Legal Obligations:** we may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement or

regulatory body, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.

## Privacy Notices

### Website and Cookies

We may process your personal data for the purpose of contacting you if you submit an enquiry using our website. The legal basis for this processing is that it is necessary to achieve our legitimate interest, namely the promotion of our products and services.

We also process your cookies for the purpose of improving the functionality and performance of our site as well as gaining statistical information about website usage. If you do not allow cookies then some part of this website may become inaccessible or not function as expected. The legal basis for this processing is your consent.

When you visit or register on our website we will store your IP address, username, password, name, company name, email address and telephone number. These logs will be updated regularly while ever using our website but will be purged if more than 2 years old from the last visit or login. We will share your personal data with third parties only to the extent that the disclosure is reasonably necessary for purposes of providing you with the information about our products/services that you have requested.

As you are providing us with your personal data, it is important that you are aware of the rights that you have in relation to our processing of that personal data. Please see **Your Rights and Choices** within this Policy for further detail.

### Site Visitors

We will process the personal data for any visitor to GB Waste Head Offices for the purpose of site security and fire safety. The legal basis for this processing is that it is necessary for compliance with a legal obligation to which we are subject.

We will store your personal data relating to your visit for 12 months, or longer if required in relation to a legal claim. We will share your personal data with third parties only to the extent that the disclosure is reasonably necessary for the purposes of investigating incidents occurring on our premises.

As you are providing us with your personal data, it is important that you are aware of the rights that you have in relation to our processing of that personal data. Please see **Your Rights and Choices** within this Policy for further detail.

### Customer and Supplier Employees

We will process your personal data for the purposes of communication with our customers and suppliers, ensuring any products or services exchanged between us satisfy agreed requirements and maintain records. The legal basis for this processing is that it is necessary to achieve our legitimate interest, namely the supply of our products and services and maintaining a business relationship with your employer.

We will retain all personal data we have obtained for the below retention periods to fulfil the purposes for which we collected it, including the purposes of supplying any legal, accounting or reporting requirements.

- Transfer Notes and Consignment Notes – 3 years

- Driving Licence Check Codes – 90 days
- Drivers Name – 90 days
- Date of Birth – 90 days

We will share your personal data with customers and suppliers only to the extent that the disclosure is reasonably necessary for the purposes of the supply of our products and services and maintaining a business relationship with you or your employer.

As you are providing us with your personal data, it is important that you are aware of the rights that you have in relation to our processing of that personal data. Please see **Your Rights and Choices** within this Policy for further detail.

### Promotional Material

We will process your personal data for the purpose of creating marketing material. The legal basis for this processing is that it is necessary to achieve our legitimate interests, namely promoting the products and services supplied by us.

We will store your personal data relating to marketing material for as long as the material remains relevant to the products and services supplied by us for up to a maximum of 10 years. We will share your personal data with other third parties.

As you are providing us with your personal data, it is important that you are aware of the rights that you have in relation to our processing of that personal data. Please see **Your Rights and Choices** within this Policy for further detail.

### Calls and Emails

We will record all calls for quality, training and dispute resolution purposes, or to verify business transactions allowing continuity of service. The **legal basis for this processing is** we will monitor emails for quality control primarily for the purposes of training and quality in order to identify opportunities for overall improvement of performance. More information can be found within our Call and Email Monitoring Policy, available our Integrated Management System.

We will store call recordings for 12 months, or longer if required in relation to a legal claim.

We will share your personal data with third parties only to the extent that the disclosure is reasonably necessary for the purposes of investigating incidents or in the resolution of disputes.

As you are providing us with your personal data, it is important that you are aware of the rights that you have in relation to our processing of that personal data. Please see **Your Rights and Choices** within this Policy for further detail.

### Employees

We will process your personal data for the purposes of complying with your contract of employment, maintaining reasonable records of work activities and the promotion and supply of our products and services. The legal basis for this processing is that it is necessary for the performance of your contract of employment with GB Waste and GB Waste's compliance with legal obligations.

We will store your personal data only for as long as necessary to fulfil the purposes for which we collected it, including for the purposes of satisfying any legal, accounting or reporting requirements. Details of retention periods for different aspects of your personal data are available in our Control of Documented Information Procedure, available in our Integrated Management System.

We will share your personal data with other third parties only to the extent that that disclosure is reasonably necessary for us to comply with obligations in relation to your employment.

As you are providing us with your personal data, it is important that you are aware of the rights that you have in relation to our processing of that personal data. Please see **Your Rights and Choices** within this Policy for further detail.

### Prospective Employees

We will process your personal data for recruitment purposes. The legal basis for this processing is that it is necessary to achieve our legitimate interest, namely the recruitment of personnel to ensure the continued provision of our services.

We will store your personal data relating to recruitment for two years following the completion of the recruitment process.

We will share your personal data with third parties, such as recruitment advisors, only to the extent that the disclosure is reasonably necessary for the recruitment process.

## Your Rights and Choices

As you are providing us with your personal data, it is important to us that you are aware of the following rights that you have in relation to our processing of that personal data.

- You can withdraw your consent to our processing of your personal data at any time.
- You can be provided with a copy of any personal data concerning you that we process, unless that would affect the rights and freedoms of others. You can also be provided with information on how that personal data is processed by us.
- You can opt out of our marketing and promotional communications at any time by clicking on the unsubscribe link in certain emails or by contacting us using the details provided in this Policy.
- You can have us rectify any personal data of yours that we hold that is inaccurate or incomplete. In certain circumstances, you can also ask us to erase or restrict the use of any of your personal data that we process.
- You can object at any time to our processing of your personal data on grounds related to your particular situation

You can exercise any of the rights listed above by contacting us using the details at the bottom of this Policy. If you are unhappy with any aspect of how we process your personal data or your request to exercise a right, you can lodge a complaint with the Information Commissioner's Office.

## Contact Us

Go Green Ltd and its trading divisions, WasteOnline, GB Waste, The Green Scheme, Go Green Ireland and EarthTrack are registered in England & Wales with company number 04073354 and whose registered office is at River Torne House, 323 Bawtry Road, Doncaster, DN4 7PB.

If you have any questions or concerns about this Privacy Policy or our practices, please contact us by email at [privacy@gogreen.co.uk](mailto:privacy@gogreen.co.uk)

## Third-Party Links

Our website may contain links to third-party websites. We are not responsible for privacy practices or content of these sites.

## Policy Review & Changes

We may update this Privacy Policy from time to time. We will notify you of any changes by way of posting the new policy on our websites and updating the effective date.

Signed



Sophie Scott  
Compliance Director

Date: 14.03.25  
Review Date: 14.03.26