

Canoport and the protection of your data.

Canoport has always treated the collection, use and security of customer data as an important aspect of our customer relationships and business operation. We have many essential policies and practices in place that mean our customers can share their information with us, safe in the knowledge that it will be kept securely and not be sold on or misused.

The General Data Protection Regulation (GDPR)

In May 2018 the General Data Protection Regulation (GDPR) comes into force. This new legislation has given us the opportunity to review our approach to the use of customer data and to add more clarity and transparency to our process.

The GDPR is a Europe wide directive that is designed to strengthen and unify data protection for all individuals within the European Union.

A key component of the GDPR is for organisations to decide which legal basis they will use to manage and process customer data. Canoport have decided to use Legitimate Interest as our legal basis.

Legitimate Interest as a legal basis

As a result of a Legitimate Interest Assessment carried out by Canoport we are confident that we can use that as a legal basis to process customers data. Our policy for data processing is therefore that of Legitimate Interest (LI). Advice suggests that one legal basis should be chosen and stuck with to ensure a consistent approach and clarity for customers. In brief the reasons for choosing LI are:

Necessity - The processing activity is important because it allows the Canoport Data Controller to achieve the following functions and responsibilities:

- Maintain contact with existing customers and prospects to achieve business growth targets
- To keep customers informed of canopy & veranda maintenance tasks
- To facilitate the swift resolution of customer service issues
- To manage guarantees and installation activities

The processing of email and mailing address data to complete these tasks is efficient, cost effective and swift, meaning we can manage data in an open and transparent way and deal with changes quickly.

Balance - The processing is unlikely to have a negative impact on the individual's rights as it forms part of an expected commercial relationship with the contact and is used to add value, answer queries and provide information.

It is highly unlikely that, given the commercial use, and the processes already in place in relation to collection, use and deletion, that the processing will cause any harm or distress to the individual.

From the start of the relationship and processing of data there is a transparent and expected approach to processing that is underpinned by good proactive management such as a clear Privacy Policy and easy to find unsubscribe options.

Both necessity and balance are key descriptions in the GDPR. The GDPR says, '*the processing of Personal Data for direct marketing purposes may be regarded as carried out for a legitimate interest.*' An organisation may wish to rely upon Legitimate Interests where Consent is not viable or not preferred and the Balance of Interests condition can be met.

The GDPR uses the phrase "may be regarded as...", so organisations will still need to ensure they can establish necessity and balance their interests with the interests of those receiving the direct marketing communications.

For More Information

If you are an existing customer of Canoport then you do not need to take any further action. If you want to withdraw from marketing communication then you can do that here: [Email us to Unsubscribe](#)

If you are new to Canoport then we advise you to read our Privacy Policy [here](#) and if you want to withdraw from marketing communication then you can do that here: [Email us to Unsubscribe](#)

For further information about Canoport and our approach to Customer Data Security please contact us: sales@canoports.co.uk

For further information about GDPR please visit the [Information Commissioners Office](#)

