

Privacy Notice

BUSINESS PARTNERS AND MEMBERS OF THE PUBLIC

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Privacy Notice

Applicable to Business Partners and Public

Who are we?

P&O Ferrymasters Limited (company registration number: N1004115) registered in England & Wales and whose registered office is at Harbour Office, 9 Olderfleet Road, Larne, BT40 1AS, United Kingdom) and/or Unifeeder Shortsea – a business unit of Unifeeder A/S (company registration number: 11810543) registered in Tangen 6, DK-8200 Aarhus N, Denmark in the form of an agreement based joint venture between P&O Ferrymasters Limited and Unifeeder A/S, hereinafter be collectively referred to as **P&O Ferrymasters** or “we,” “us,” or “our.”

Introduction and Scope

P&O Ferrymasters is committed to protecting your privacy and keeping any personal data you provide to us confidential at all times, in accordance with EU and UK data protection laws. This Privacy Notice sets out the information processing activities that P&O Ferrymasters carries out in its capacity as data controller.

All **Personal Data** collected by P&O Ferrymasters is processed in compliance with the requirements of the **Data Protection Legislation** and any other relevant legislation such as the Privacy and Electronic Communications Regulation 2003 (PECR).

Terms used in this policy which are underlined and in bold (e.g. **Data Protection Legislation**) are defined in Definitions and Terms at the end of the policy.

How is your information collected?

Personal Data is any information about an individual from which that person can be identified. The personal information that we may collect about you broadly falls into the following categories:

Information that you provide voluntarily

We may process and store information that you have provided voluntarily. For example, when you sign up to our newsletter we will ask you to provide your email address. It will be clear to you at this point what personal data you are providing.

Information that we collect from your activities

We collect information about how you use our website automatically through the use of cookies and other technologies. Some of these cookies can be enabled/disabled by selecting your preferences in the preference centre you are presented with when first interacting with this site. More information on cookies can be found under the ‘Use of cookies’ section below.

Public information

We may collect information about you from publicly available sources such as corporate websites and public social media accounts in order to reach out to you and promote our products and services. You can ask us to delete your information at any time.

How is your information used?

We will only process (use) your personal information where:

- we need to comply with a legal obligation;
- we have a 'legitimate interest' to do so in order to support our company aims. Our use will be fair and balanced and never unduly impact on your rights;
- we have a contract with you that we can only fulfil by using your personal information, e.g. to register you for an event;
- we have asked your consent for us to do so.

The table below highlights the types of personal data that we use, what we use them for and the lawful basis for processing.

Purpose	Type of data	Lawful Basis for processing
<i>To contact our customers, Contractors/Suppliers, collection and delivery places</i>	<i>Name, Email, Telephone, Address</i>	<i>Necessary for our legitimate interests (to provide excellent customer service)</i>
<i>To verify collections and deliveries have been made and checks have been made as required</i>	<i>CMRs, Proof of Deliveries, and Driver Reports including Name, Signature</i>	<i>Necessary for our legitimate interests (to provide excellent customer service)</i>
<i>To monitor collections and deliveries</i>	<i>Name, Telephone number, GPS Positions</i>	<i>With you consent Necessary for our legitimate interests (to provide excellent customer service)</i>
<i>To inform you about developments</i>	<i>Name, Email</i>	<i>With your consent</i>
<i>To make payments and to manage credit control</i>	<i>Name, Email, Telephone, Address</i>	<i>Necessary for our legitimate interests (to complete finance processes)</i>
<i>To check compliance, to identify trends and to record accidents for Health and Safety reasons</i>	<i>Name, Details of Injuries</i>	<i>Necessary for our legitimate interests (to manage and improve safety performance)</i>
<i>To confirm training and / or competence (for</i>	<i>Name, Company, Training and certification details</i>	<i>Necessary for our legitimate interests (to</i>

<i>example Dangerous Goods Safety Advisor</i>	<i>(potentially includes Date of Birth)</i>	<i>confirm and evidence competency)</i>
<i>To contact external companies for advice</i>	<i>Name, Email, Telephone, Address</i>	<i>Necessary for our legitimate interests (to seek advice, consultancy for compliance or advice)</i>

Who we share your information with

We may disclose your personal information to the following categories of recipients:

Recipient/Category of organisation	Purpose of sharing
<i>IT providers</i>	<i>To provide data processing services to us, or who otherwise process personal information for purposes that are described in this Privacy Notice.</i>
<i>Operational providers</i>	<i>So Contractors can arrange collection and/or delivery.</i>
<i>Customers</i>	<i>So they can confirm the identity of the driver arriving on site, for security reasons. Provide information about position and ETA</i>

We will not sell or rent your personal information to third parties. Where we share your information with third parties, we will ensure:

- we provide only the information they need to perform their specific services.
- they may only use your data for the exact purposes we specify in our contract with them.
- we work closely with them to ensure that your privacy is respected and protected at all times.
- if we stop using their services, your data held by them will either be deleted or rendered anonymous.

International data transfers

We may transfer personal data to a country outside the EU and UK in the following circumstances:

Recipient	Country	Appropriate safeguard
<i>DP World (Parent company)</i>	<i>Dubai</i>	<i>binding Corporate Rules and Intra Company Data Sharing Agreement</i>

If you would like more information about the appropriate safeguards, please contact us at enquiries@pofm.com

How long will we hold information about you?

We only hold information about you for as long as it is needed for the purpose(s) it was collected, or as required by law.

Some examples of our data retention periods include:

Personal data	Retention period
<i>Marketing Information</i>	<i>Until consent is withdrawn</i>
<i>Operational Information</i>	<i>For length of business and / or contract</i>

How and when will you hear from us

We may use your contact details to update you about the latest news and events from P&O Ferrymasters.

Email

With your consent, we will use your contact details, preferences and details of your transactions to keep you informed by email and text about relevant products and services. This does not apply to service communications (see below).

You can opt out of our marketing communications at any time by clicking the “unsubscribe” link in any of our emails or by contacting enquiries@pofm.com

Service communications

We may send you certain communications, without your consent, if we are under a legal obligation to do so; if we feel sending the communication is in both yours and our interests; and/or it would be a disadvantage to you if we didn’t send you the communication.

These communications may include:

- Notifying you about changes to our terms or privacy notice
- Asking you to provide feedback on our services and events

Your rights

If personal data of yours are processed, this means you are the **Data Subject** within the meaning of the Data Protection Legislation, and under Data Protection Legislation, you have rights including:

Your right of access – You have the right to ask us for copies of your personal information.

Your right to rectification – You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing – You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to briefing – Should you have asserted the right to correction, deletion or limitation of the processing vis-à-vis the controller, the latter is obliged to inform all recipients to which it has disclosed the personal data concerned about the correction or deletion of the data or limitation of the processing, unless this proves impossible or involves disproportionate effort. You are entitled to be informed about such recipients by the controller

Your right to object to processing – You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability – You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

Your right to withdraw consent – If the lawful basis for processing is consent, you have the right to withdraw that consent at any time. Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent, and we may still be entitled to hold and process the relevant personal information to the extent that we are entitled to do so on bases other than your consent. Withdrawing consent may also have the same effects as not providing the information in the first place, for example we may no longer be able to provide certain services to you.

Your right to object to direct marketing – Where your personal data are processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for marketing, which includes profiling to the extent that it is related to such direct marketing.

You also have the right to object to and not to be subject to a decision based solely on automated processing including profiling. We do not carry out automated processing or profiling.

To exercise any of these rights, enquiries@pofm.com

You can also reach us under: compliance@unifeeder.com

Making a complaint

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling +44 (0) 303 123 1113 or online at www.ico.org.uk/concerns

Use of cookies

Like many websites, our website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow the website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. Navigate to our Cookie Policy page to manage your consent preferences and to understand more about how we collect and store cookies.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy notice applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies of other sites (even if you access them using links found on our site).

Changes to our privacy policy

We may update this Privacy Notice from time to time by posting an amended version on our website. If at any time we decide to use your personal data in a different manner than was stated at the time it was collected, we will notify you directly via email.

Contact us

If you have any queries regarding this policy, our website or services, please contact us at enquiries@pofm.com
You can also reach us under: compliance@unifeeder.com

Definitions and Terms

"Controller", "Processor", "Data Subject", "Personal Data", "Personal Data Breach" and "Processing" shall have the meanings given to them by the Data Protection Legislation;

Data Protection Legislation means (a) to the extent the UK GDPR applies, the law of the United Kingdom or of a part of the United Kingdom which relates to the protection of Personal Data; (b) to the extent the EU GDPR applies, the law of the European union or any member state of the European Union to which P&O Ferrymasters or the Business Partner is subject, which relates to the protection of Personal Data;

"EU GDPR" means the General Data Protection Regulation ((EU) 2016/679);

"P&O Ferrymasters" – means P&O Ferrymasters Limited and/or Unifeeder Shortsea – a business unit of Unifeeder A/S in the form of an agreement based joint venture between P&O Ferrymasters Limited and Unifeeder A/S and/or any other company or entity within the P&O Ferrymasters Holdings Limited Group, including any direct or indirect affiliate, subsidiary, joint venture and any agreement based joint ventures of any such company or entity.

“UK GDPR” has the meaning given to it in section 3(10) of the Data Protection Act 2018 (DPA 2018), supplemented by section 205(4) of the DPA 2018.