



GDPR

Privacy Policy

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DR7 Ltd. – GDPR Privacy Statement

Last updated : 10th January, 2026

1. Introduction

This Privacy Policy explains in comprehensive detail how DR7 Ltd. collects, uses, stores, shares, and protects personal data. DR7 Ltd. is committed to safeguarding the rights and privacy of all individuals whose personal data we process, and we operate strictly in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

“Personal data” refers to any information relating to an identifiable living individual. This policy applies to all personal data processed by DR7 Ltd., including information collected through our website, customer interactions, service operations, and business communications.

DR7 Ltd. acts as a Data Controller, meaning we determine the purposes and methods of processing personal data.

Official references:

- UK Data Protection Overview: <https://www.gov.uk/data-protection>
- ICO Guidance: <https://ico.org.uk/>

2. About DR7 Ltd. and Contact Details

DR7 Ltd. is a UK-registered company operating in the grab hire, waste management, aggregate supply, logistics, plant hire, and associated services sectors. We collect and process personal data to manage customer enquiries, provide quotations, arrange services, operate our website, and maintain legal and operational compliance.

Data Controller: DR7 Ltd.

Compliance Officer

Mark Anthony

Email: compliance@dr7holdings.co.uk

The Compliance Officer oversees all data protection matters and ensures that DR7 Ltd. remains compliant with UK GDPR.

3. Categories of Personal Data We Collect

We collect only the data necessary for our operational, contractual, legal, and website-related functions. The personal data we process includes but is not limited to:

A. Identification and Contact Information

- Full name
- Email address
- Telephone numbers
- Company name (where applicable)
- Billing address
- Site location / job address

B. Operational and Service Data

- Details of the service requested
- Waste descriptions
- Delivery and collection instructions
- Site photographs (if provided)
- Access notes or operational risk information
- Vehicle access requirements
- Job history and service records

C. Website and Technical Data

Collected automatically when visiting our website:

- IP address
- Browser type and version
- Device type
- Operating system
- Pages visited, time spent, navigation paths
- Referral sources
- Behaviour and interaction logs

D. Cookies and Tracking Technologies

We use cookies to:

- Enable essential website functions
- Analyse website traffic
- Secure forms
- Improve user experience
- Provide optional marketing functionality

A full cookie description is provided in Section 7.

E. Communication Data

- Emails sent to us
- Contact form submissions
- Call logs (if recorded)
- Enquiry history
- Marketing preferences

F. Legal, Safety, and Compliance Data

- Waste transfer documentation
- Vehicle access risk details
- Site safety information
- Invoicing and accounting records
- HMRC-required data

4. How We Collect Personal Data

We collect data through:

Direct interactions

- Website contact forms
- Quote requests
- Emails and telephone calls
- In-person communication
- Account applications

Automated technologies

- Cookies
- Server logs
- Analytics software

Third-party sources

- Publicly available business records (e.g., Companies House)
- Subcontractors and service partners
- Credit reference agencies (if applicable)
- Waste transfer systems and compliance platforms

5. Legal Basis for Processing Personal Data

DR7 Ltd. processes personal data under the following lawful bases:

A. Contractual Necessity

Used when data is required to:

- Provide quotations
- Deliver services
- Manage accounts and payment
- Communicate operational details
- Issue waste transfer notes
- Provide customer support

B. Legitimate Interests

We process data when necessary for:

- Operational efficiency
- Internal record-keeping
- Preventing fraud or misuse
- Improving customer service
- Business growth and development
- Marketing to existing customers
- Website performance and security

We always balance legitimate interests with your rights.

C. Legal Obligations

We must process certain data to comply with:

- HMRC requirements
- Waste management regulations
- Health & Safety legislation
- Industry compliance standards
- Accounting and audit requirements

D. Consent

Used only when processing is optional, such as:

- Marketing emails
- Non-essential cookies
- Optional contact preferences

Consent can be withdrawn at any time.

6. How We Use Personal Data

We process personal data to:

- Respond to enquiries and requests
- Prepare quotations and bookings
- Deliver and collect materials and waste
- Maintain legal service documentation
- Manage accounts and invoicing
- Communicate changes, updates, and service notices
- Keep operational and safety records.

- Improve website functionality and analytics
- Detect and prevent fraud or misuse
- Manage internal training and auditing
- Provide marketing where legally permitted

We **do not sell** or **rent** personal data to third parties.

7. Cookies and Website Tracking

Our website uses cookies and similar tracking technologies to improve functionality and security. These include:

<p>Essential Cookies</p> <p>Enable core features such as:</p> <ul style="list-style-type: none"> ● Secure page loading ● Form functionality ● Website performance <p>These cannot be disabled.</p>	<p>Analytics Cookies</p> <p>Help us understand how visitors use our website:</p> <ul style="list-style-type: none"> ● Page performance ● Visitor paths ● Session statistics <p>Used only with consent.</p>
<p>Functionality Cookies</p> <p>Store user preferences, including:</p> <ul style="list-style-type: none"> ● Language ● Cookie consent ● Form autofill 	<p>Marketing Cookies (Optional)</p> <p>Used only when explicitly accepted.</p> <p>Visitors may control cookies through:</p> <ul style="list-style-type: none"> ● Our cookie banner ● Browser privacy setting

8. Sharing Personal Data with Third Parties

We share personal data only when required to support our business operations. Third parties may include:

- IT and website-hosting providers
- Email hosting services
- Subcontracted drivers or waste carriers
- Payment processors
- Insurance providers
- Debt recovery agencies
- Legal advisers
- External accountants
- Credit agencies
- Compliance auditors

All third parties must:

- Sign data-processing agreements
- Operate in accordance with UK GDPR
- Process data only on **DR7 Ltd.'s instructions**

9. International Data Transfers

DR7 Ltd. stores data primarily within the United Kingdom.

If data must be transferred outside the UK (e.g., secure cloud hosting), DR7 Ltd. ensures legal protection through:

- UK adequacy regulations
- Standard Contractual Clauses (SCCs)
- Approved international data-transfer mechanisms

10. Data Retention Periods

We retain personal data only as long as necessary for operational and legal requirements.

- Service records: 6-7 years
- Waste transfer notes: Minimum 2 years (often longer)
- Accounting records (HMRC): 6 years
- Enquiries: Up to 12 months
- Marketing data: Until consent is withdrawn
- Website logs: 12 to 24 months

Data is securely deleted or anonymised once no longer required.

11. Data Security Measures

We implement strong technical and organisational safeguards, including:

- SSL encryption for all web traffic
- Encrypted servers and backups
- Secure user authentication
- Access controls and data-handling rules
- Firewalls and malware protection
- Regular security reviews
- Staff confidentiality and training
- Secure disposal of documents

12. Your Rights Under UK GDPR

You have the following rights:

- Right to Access
- Right to Rectification
- Right to Erasure (Right to be Forgotten)
- Right to Restrict Processing
- Right to Object (including marketing)
- Right to Data Portability
- Right to Withdraw Consent
- Right not to be subject to automated decision-making

DR7 Ltd. **does not** use profiling or automated decisions.

To exercise your rights, contact:

Mark Anthony

Compliance Officer - DR7 Ltd.

Email: compliance@dr7holdings.co.uk

13. Identification Requirements for Data Requests

To protect privacy, we may require proof of identity before releasing data. Accepted forms include:

- Passport
- Driving licence
- National ID
- Recent utility bill

This ensures data is not released to an unauthorised person.

14. Complaints

If you believe your data is being misused or mishandled, you may raise a complaint directly with:

Mark Anthony

Compliance Officer - DR7 Ltd.

Email: compliance@dr7holdings.co.uk

If your concern is unresolved after 30 days, you may escalate it to:

Information Commissioner's Office (ICO)

Telephone: 0303 123 1113

Website: <https://ico.org.uk/make-a-complaint/>

15. Policy Updates

DR7 Ltd. may update this policy periodically to reflect:

- Changes in legislation
- Operational changes
- Website updates
- Internal procedures

The "Last Updated" date at the top of this document will be amended accordingly.