

# GDPR Policy of W&S Waste Management Ltd

We respect your privacy and protect your personal data in accordance with the GDPR and other laws. This document explains how we collect, use, and share your personal data.

## What personal data do we collect?

We may collect and process your:

- Name, address, email, phone, and other contact details.
- Payment details, such as your bank account or credit card information.
- Preferences, feedback, and survey responses.
- Location data, such as your IP address or GPS coordinates.
- Usage data, such as your browsing history, search queries, or device information.
- Other information that you provide to us voluntarily or that we obtain from third parties with your consent.

## How do we use your personal data?

We may use your personal data to:

- Provide you with our waste collection and recycling services and fulfil our contractual obligations to you.
- Communicate with you about our services, offers, promotions, and events.
- Improve our services, website, and customer satisfaction.
- Comply with our legal and regulatory obligations, such as tax, accounting, or reporting requirements.
- Protect our rights, interests, and property, and prevent fraud, misuse, or abuse of our services.
- Pursue our legitimate interests, such as marketing, research, or analytics, as long as they do not override your rights and interests.

## How do we share your personal data?

We may share your personal data with:

- Our subsidiaries, affiliates, and partners, who provide us with services or support our business activities.
- Our service providers, contractors, and agents, who perform functions on our behalf, such as hosting, payment processing, or data analysis.
- Our regulators, authorities, and law enforcement agencies, who require us to disclose your personal data for legal or regulatory purposes.
- Our advisors, auditors, and lawyers, who assist us with our professional or legal matters.

- Any other third parties, with your consent or as permitted by law.

## How do we protect your personal data?

We take appropriate measures to protect your personal data from unauthorized access, use, disclosure, alteration, or destruction. These measures include encryption, firewalls, access control, and staff training. However, we cannot guarantee the absolute security of your personal data.

## How long do we keep your personal data?

We retain your personal data for as long as necessary to fulfil the purposes for which we collected it, or as required by law. When we no longer need your personal data, we will delete it or anonymize it in accordance with our data retention policy.

## How do we update this policy?

We may update this policy from time to time to reflect changes in our practices, technologies, or legal requirements.