

# Privacy & Cookie Policy

Effective date: 26<sup>th</sup> June, 2025

Website: <https://www.metro-safety.co.uk>

Company: Metro Safety Group (part of the Obsequio Group)

## 1. Our Commitment to Your Privacy

Metro Safety Group is committed to protecting your privacy and maintaining the security of any personal information received. We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

## 2. Who We Are

Metro Safety Group ('we', 'us', or 'our') is part of the Obsequio Group ([www.obsequio.co.uk](http://www.obsequio.co.uk)). We are the controller of your personal data when you interact with our website or contact us directly.

Contact us at:

Email: [info@obsequio.co.uk](mailto:info@obsequio.co.uk)

Address: 2 Dominus Way, Meridian Business Park, Leicester LE19 1RP

Phone: 0800 260 5930

## 3. What Information We Collect

We may collect:

- Name, email address, phone number, company details
- Details of enquiries or correspondence
- Anonymous website usage data (IP address, browser type, pages visited)

We do not knowingly collect sensitive personal data unless explicitly provided.

## 4. Legal Basis for Processing

Our legal bases under UK GDPR include:

- Consent (for marketing communications and non-essential cookies)
- Contractual necessity (for service delivery or enquiries)
- Legitimate interests (to improve services and operate securely)
- Legal obligations (to comply with applicable laws)

## 5. How We Use Your Information

- To respond to your enquiries
- To provide requested services or information
- To improve our website and digital services
- To send marketing updates (only with your consent)

## 6. Data Retention

We retain personal data only as long as necessary. Example durations:

- Contact form enquiries: 12 months
- Marketing data: until consent is withdrawn
- Analytics: as per cookie lifespan

Data is securely deleted or anonymised when no longer required.

## 7. Our Platforms

We utilize a number of platforms to host and support the function of our websites, including but not limited to; operating systems, ESP (Email Service Provider), CRM (Customer Relationship Manager). Should a platform we utilize be situated outside of the UK, Standard Contractual Clauses are used.

## 8. Security and Training

- SSL encryption and secure servers
- Role-based access control
- Regular staff training, including role-specific data protection modules
- Structured compliance programme with ongoing updates

## 9. Data Protection Policies

- We maintain Records of Processing Activities (ROPA)
- We have a Data Breach Response Procedure and register
- We conduct Data Protection Impact Assessments where appropriate
- We ensure cookie and marketing practices are PECR-compliant

## 10. Your Rights

- Access your data
- Correct inaccuracies
- Request deletion or restriction
- Object to or withdraw consent
- File a complaint with the ICO ([ico.org.uk](https://ico.org.uk))

## 11. Cookies

Cookies are small text files that store device information.

They help us:

- Analyse website performance
- Deliver personalised experiences
- Enable features like embedded content or social sharing

Your consent applies to <https://metrosafety.co.uk>

## **12. Types of Cookies**

- Essential: Core site functions
- Statistics: Anonymous usage tracking (e.g., Google Analytics)
- Marketing: Ads personalisation and effectiveness
- Functional: Enhancements like videos or social media
- Preferences: Stores language and other choices

## **13. Managing Cookies**

You can manage or block cookies using your browser. Visit [www.allaboutcookies.org](http://www.allaboutcookies.org) for guidance.

Browser support pages:

- Chrome
- Firefox
- Safari
- Edge

## **14. Third-Party Websites**

Our site may contain links to other websites. We are not responsible for their privacy practices. Please read their policies before sharing personal data.