

Privacy Policy Notice

The policy: This privacy policy notice is served by Misfuel Solutions under the website domain; misfuelsolutions.co.uk. These are both trading names of:

The Business Support Service Ltd
5A Abbey Road,
Grimsby,
DN32 0ES, UK
UK registered company - 9296406

The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

Policy key definitions:

- "our", "us", or "we" refer to the business, Misfuel Solutions
- "you", "your", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on your computer or device.

Key principles of GDPR:

Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

- We are exempt from registration in the ICO Data Protection Register because we do not process personal information obtained in the course of business on a computer

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- **Lawful basis:** Legitimate interests

Where our purpose for processing is: Responding to our customer emails

We process your information in the following ways: #

Data retention period: We will continue to keep your contact information under this basis until you withdraw consent, or it is determined the conversation has ended.

Sharing your information: We do not share your information with third parties. We do not use it for internal marketing purposes.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

Internet cookies

We use cookies provided by Google on this website to provide you with a better user experience. This is done by placing small text files on your device to track how you use the website. The information stored by Google does not include any information that can identify you as an individual. Nor does it disclose your location other than in a generalised way i.e. a city or town.

Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use are;

- Google Analytics

Data security and protection

We do not store any personal information electronically.

Resources & further information

- [Overview of the GDPR - General Data Protection Regulation](#)
- [Google Privacy Policy](#)