

Privacy & Data Protection Policy

1. Data Controller

Smart Tag Solutions

Email: info@smarntag solutions.co.uk

Phone: 07432530666

The Data Controller is responsible for determining the purposes and methods of processing personal data.

2. Collected Personal Data

We may collect and process the following types of personal data:

- Full name
- Job title
- Company name
- Email address
- Contact number
- Device type and IP address (for system analytics)
- Location (if enabled and applicable)
- Responses to digital forms (e.g. safety inspections, toolbox talks, site reports)

3. Purpose of Collecting Data

Your personal data is collected for the following purposes:

- To enable access and completion of site-based digital forms
- To provide traceability and accountability on construction and industrial sites
- To respond to user queries and support requests
- To manage subscriptions and communications
- To ensure legal and regulatory compliance (e.g. safety audits)
- To monitor and improve the performance of our services

4. Legal Basis for Processing

We process your data based on:

- Your consent when submitting forms or feedback
- Our contractual obligations in providing subscribed services
- Our legitimate interests in improving and securing our digital systems
- Compliance with legal requirements related to workplace safety and data protection

5. Data Retention

Personal data will be retained only for as long as necessary to fulfil the purposes outlined above or as required by law. Data may be anonymised and stored for statistical analysis.

6. Sharing Your Data

We do not sell your data. Your personal data may be shared with:

- Authorised project managers or supervisors within your organisation
- Hosting providers (Microsoft, Google) for cloud storage
- Legal authorities if required by regulation

7. Your Rights

Under the UK GDPR, you have the right to:

- Access your personal data
- Request correction or deletion of your data
- Withdraw consent at any time
- Object to or restrict certain types of data processing
- Lodge a complaint with the Information Commissioner's Office (ICO)

8. Cookies & Tracking

Our website uses cookies to enhance your browsing experience and gather non-personal analytics (e.g. page visits, session duration). By continuing to use the site, you consent to the use of cookies. You may adjust cookie settings in your browser at any time.

9. Contact Us

If you have any questions or concerns about your data or this privacy policy, please contact:
Smart Tag Solutions

Email: info@smar்த்தagsolutions.co.uk