

Privacy Notice

How we look after your personal information

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Who we are

Ai Plant Hire Ltd ("we", "us") hires excavators, dumpers, rollers and attachments across the West Midlands. We are the data controller for the personal information described in this notice. We are registered with the Information Commissioner's Office (ICO) under registration number **ZC212569**.

This notice explains what we collect, why, how long we keep it and what your rights are. It applies to our website (www.aiplanthire.co.uk), our online booking and checkout, and our delivery and collection service.

What we collect

Type of information	Examples
Contact and account details	Name, email, phone, company name, billing and delivery address, sign-in details
Booking details	Machines hired, dates, prices, delivery instructions, site access details
Identity documents	Photo ID (driving licence or passport) and proof of address (utility bill) for every booking
Payment details	Handled by Stripe. We never see or store your full card number
Photos and site information	Photos of machines and the delivery location on handover and collection, used as the condition record
Communications	Emails, WhatsApp messages, call notes and any complaints or disputes
Technical data	IP address, browser type, device, pages viewed, and the time you accepted our terms
CCTV	Images from cameras at our yard at 46 Millfields Road, Wolverhampton

Why we use it and our lawful basis

Purpose	Lawful basis (UK GDPR Article 6)
Taking and delivering your booking, invoicing and collection	Performance of a contract
Checking your identity before dispatch and preventing fraud, theft and non-payment	Contract and legitimate interests (protecting our machines)
Recording machine condition with photos and settling any damage, fuel or cleaning charges	Contract and legitimate interests
Keeping accounting, tax and insurance records	Legal obligation
Responding to your enquiries and sending service messages about your hire	Contract and legitimate interests
Keeping our website secure and improving it	Legitimate interests
Marketing emails about offers and new machines	Consent – you can opt out at any time
Site security via CCTV at our yard	Legitimate interests

Where we rely on legitimate interests we have balanced them against your rights. You can object at any time (see Your rights).

Who we share it with

We do not sell or rent your personal information. We share it only where needed to run the service:

- **Stripe** – payment processing and card fraud checks
 - **Google Firebase** – secure website hosting and document storage
 - **Calendly** – if you book a call with us
 - Our delivery drivers and yard staff, who see only what they need for your hire
 - Our accountants, insurers and IT providers, under confidentiality agreements
 - Debt recovery agents, courts, the police or regulators where the law requires or allows it
- Some providers (for example Stripe and Google) may process data outside the UK. Where they do, transfers are covered by the UK International Data Transfer Agreement or an adequacy decision.

How long we keep it

Information	Retention
Hire records, invoices, condition photos and communications	6 years after the hire ends (limitation and HMRC requirements)
Identity documents and proof of address	Duration of the hire plus 12 months, then deleted. Kept for 6 years only if a dispute, damage claim or unpaid balance is open
Account details	While you hold an account, then 12 months after your last hire
Marketing consent records	Until you unsubscribe, then a record of the withdrawal only
CCTV	30 days unless needed for an incident
Website logs and acceptance records	Up to 6 years, as evidence you accepted our hire terms

How we keep it safe

Identity documents are stored in an access-controlled area of our systems, encrypted in transit and at rest, and are handled only by our UK team. Access is limited to staff who need it for your hire.

Your rights

Under UK GDPR you can ask us to: give you a copy of your data (access); correct it; delete it; restrict or object to how we use it; move it to another provider (portability); and withdraw consent for marketing at any time. Email mail@aiplanthire.co.uk. We will reply within one month and will not charge you.

If you are unhappy with our response you can complain to the ICO at www.ico.org.uk or on 0303 123 1113.

Proof of acceptance

When you accept our Hire Terms Pack at checkout we record your IP address, the date and time, and the version accepted. This is part of your hire contract and does not require separate consent.

Cookies

See our separate Cookie Policy for what our website stores on your device and how to change your choice.

Changes

We will post any update here with a new version number and date. Material changes will also be emailed to account holders.

Ai Plant Hire Ltd, registered in England and Wales, Company No. 16448679, VAT No. GB 496 5152 57. Registered office: 46 Millfields Road, Wolverhampton WV4 6JN. ICO registration no. ZC212569. Email: mail@aiplanthire.co.uk