



Privacy Policy: David A Graham Associates Limited

Last Updated: March 2026

At **David A Graham Associates Limited**, we are committed to protecting and respecting your privacy. This policy explains when and why we collect personal information, how we use it, and how we keep it secure.

1. Information We Collect

We may collect and process the following data:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Professional Details:** Job title and organization (often collected during Road Safety Audit training or project commissions).
- **Project Data:** Information provided to us for **Collision Analysis** or **Expert Witness** reports, which may include data related to road traffic incidents.
- **Technical Data:** IP addresses and cookies when you visit www.davidagrahamassociates.co.uk.

2. How We Use Your Information

We use your information to:

- Provide professional services including **Road Safety Audits** and **Expert Witness Reports**.
- Process bookings and certification for our **Road Safety Audit Training Courses**.
- Communicate with you regarding ongoing projects or enquiries.
- Comply with legal and regulatory obligations (e.g., for insurance or tax purposes).

3. Legal Basis for Processing

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

1. **Contractual Obligation:** To fulfill our services to you.
2. **Legal Obligation:** Where we are required to keep records for legal proceedings.
3. **Legitimate Interests:** To improve our services and manage our business effectively.

4. Data Retention

We hold your personal information on our systems only for as long as is necessary for the relevant activity, or as required by law (for example, keeping project records for a specific period to support long-term safety monitoring or legal liability).

5. Data Security

We take the security of your data seriously. We have implemented appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, or misuse.

6. Sharing Your Information

We will **not** sell or rent your information to third parties. We may share your information with:

- Third-party service providers (e.g., IT support or secure cloud storage).
- Legal authorities if required for Expert Witness duties or by law.

7. Your Rights

Under UK data protection law, you have rights including:

- **Access:** The right to ask us for copies of your personal information.
- **Rectification:** The right to ask us to correct information you think is inaccurate.
- **Erasure:** The right to ask us to erase your personal information in certain circumstances.
- **Object:** The right to object to the processing of your personal data.

8. Contact Us

If you have any questions about this policy or our privacy practices, please contact us via our website: **Website:** www.davidagrahamassociates.co.uk