

## Customers – Privacy Notice – Midas Group

Our customers are employees of organisations involved in construction projects we are delivering or proposing to deliver. Our customers may include, but are not limited to, clients, building owners, building occupiers, building managers, developers, architects, lawyers, consultants, subcontractors and suppliers.

Midas Group Ltd and its subsidiary companies (“Midas Group”) is the ‘Controller’ of any personal data we collect from our customers (“you”), or that you, or others working with us, provide to us in the course of conducting our business. This Privacy Notice sets out the basis on which we will process this data.

### **What information will we collect?**

We will collect and store: your name, employer, position, email address and contact details.

In addition, for nominated customer survey contacts, we will request, collect and process your comments and opinions on our service performance. Customer survey information is collected by phone, by email or in person.

### **How will we use this information?**

The purpose for collecting this information is to carry out our legitimate business.

We will use your contact details to:

- contact you in relation to a current, completed or proposed project;
- invite you to business events hosted by us; and
- send you business updates on our activities.

We will use your customer survey scores, comments and opinions on our business performance, on an individual or consolidated basis, to:

- monitor and report internally on the provision of our services to you and other customers; and
- evidence, to other organisations, how we have performed in terms of customer service.

We consider these activities to represent legitimate interests in pursuing our ongoing business.

### **How will we process and store this information?**

Contact details will be stored in electronic format on our company database identifying individual people by name, employer and position, and searchable by the same criterion. This information is available to all Midas Group employees.

Customer survey information (scores, comments and opinions) will be entered into an electronic database and stored in an access controlled area of the Midas Group Intranet. The raw data identifies the person who provides the customer survey information related to specific projects. The data is aggregated to analyse trends.

## How will we share or disclose this information?

We do not share your information with any third-party marketing companies.

Your contact details may be shared with:

- third parties involved in the delivery of the same or similar projects being built, or bid for, by Midas Group.
- a prospective customer seeking a reference from a previous/current customer during their tendering process.

The following customer satisfaction data is shared inside our business:

- Individual surveys with scores, opinions and comments (raw data) are sent to the Chief Executive and the Divisional Director responsible for the project and may be shared with other project team members.
- Scores with excerpts of opinions and comments from individual surveys are highlighted in the monthly board report.
- Aggregated customer satisfaction scores, including in sub-groups, are shared on the Midas Intranet, and in board reports, as a key performance indicator.
- Summarised customer satisfaction scores for each survey conducted on each project, identifying the named person providing the score, are shared with selected Midas employees on the marketing area of the Midas Intranet.

The following customer satisfaction data is shared outside our business in tenders and marketing material:

- Individual project scores and selected comments and opinions collected during the survey process.
- Aggregated customer satisfaction scores.

## Other details you need to know

Refer to our [privacy statement](#) for details on:

- Reviewing and updating privacy notices
- Our data promise
- Data Privacy Officer
- Updating us with your information
- Your right to access your information
- Your right to complain

*This privacy notice applies to Midas Group Limited and all its subsidiary companies including Midas Construction Limited, Midas Retail Limited, Midas Commercial Developments Limited, Midas Property Services (UK) Limited and Mi-space (UK) Limited. The registered office address for all entities is Midas House, Pynes Hill, Exeter, Devon EX2 5WS.*