

West Indies Freight Limited

PRIVACY NOTICE

1. Introduction

This Privacy Notice explains how **West Indies Freight Limited** collects, uses, stores and protects personal data when individuals interact with our services.

We are committed to protecting personal information and complying with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

This notice explains:

- What personal data we collect
 - When and how we collect it
 - How we use personal data
 - Who we share it with
 - How long we retain it
 - Your rights under data protection law
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2. What Personal Data We Collect

Depending on how you interact with West Indies Freight Limited, we may collect the following categories of personal data:

- Name
 - Address
 - Telephone number
 - Email address
 - Shipment details
 - Delivery and collection addresses
 - Consignee and consignor details
 - Payment and billing information
 - Identification information where required for customs documentation
 - Communication records (emails, enquiries, support requests)
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3. When We Collect Personal Data

Personal data may be collected when:

- You arrange or book a shipment
- You communicate with us by phone, email or website
- You complete shipping or customs documentation
- You interact with our website
- You engage with us as a supplier, contractor or partner

In most cases this information is provided directly by you or your organisation.

4. How We Use Your Data

We use personal data to operate our freight services and manage business operations.

This includes:

- Processing shipping bookings
 - Providing shipment updates and notifications
 - Preparing shipping and customs documentation
 - Arranging transport and delivery
 - Managing billing and payments
 - Responding to enquiries and service requests
 - Meeting legal and regulatory obligations
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5. Legal Bases for Processing

Under UK GDPR we rely on the following lawful bases:

Contract

Processing is necessary to fulfil shipping, freight forwarding and logistics services requested by customers.

Legal Obligation

Certain data must be processed to comply with legal obligations such as customs regulations, tax requirements and financial record keeping.

Legitimate Interests

We may process personal data where necessary for legitimate business purposes such as providing service updates, improving operations and managing customer relationships.

Consent

Where required, we rely on consent, for example when individuals subscribe to marketing communications.

6. Data Security

West Indies Freight Limited implements appropriate technical and organisational measures to protect personal data, including:

- Secure IT systems
- Role-based access controls
- Password-protected systems
- Encryption where appropriate
- Secure communication channels
- Staff data protection training

These safeguards help protect data against unauthorised access, loss or misuse.

7. Data Sharing

Personal data may be shared where necessary with:

- Overseas agents
- Customs brokers
- Transport providers
- Port authorities
- Regulatory bodies
- IT system providers

Where shipments involve international destinations, personal data may be transferred internationally as part of the shipping process.

8. Website Cookies

Our website may use **cookies and similar technologies** to improve functionality and understand how visitors use our site.

Cookies may collect limited information such as:

- IP address

- Browser type
- Device information
- Pages visited
- Website usage statistics

Cookies are used to:

- Ensure the website functions correctly
- Analyse website traffic
- Improve user experience

Where required, visitors will be asked to **consent to non-essential cookies** through the website cookie banner. Users can also control cookies through their browser settings.

9. Data Retention

Personal data is retained only for as long as necessary to fulfil the purposes for which it was collected.

For example:

Shipment and invoicing records are typically retained for **6 years** in line with financial and tax record requirements.

Data is securely deleted or anonymised once retention periods expire.

10. Your Rights

Under UK data protection law individuals have the right to:

- Access their personal data
- Request correction of inaccurate data
- Request erasure of data where appropriate
- Restrict processing
- Object to certain processing activities
- Request data portability

Requests can be submitted using the contact details below.

11. Contact Information

For questions about this notice or how personal data is handled, please contact:

West Indies Freight Limited

Email: d.jackson@wifreight.com

Telephone: 0207 511 3353

Address: Hanson Yard, Botany Way, Purfleet, RM19 1SR

