

The Drone Ranger Ltd

Privacy Policy

The Drone Ranger Ltd is a registered UK company (12748972)

We do: use your personal data to help us provide a great experience for you and your company, this includes tailoring information we share to ensure you find it relevant, useful and timely.

We do: respect your privacy and we as a company work hard to ensure we meet strict regulatory requirements.

We Don't: sell personal data to third parties.

We'll always protect your personal data and, as part of this, we regularly review our privacy notice so that you can see how we use your data and what your options are. If there are any further changes to the 'General Data Protection Regulation' (GDPR) or related laws, we may need to amend this statement in the future.

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1. Who we are

The Drone Ranger Ltd is a private limited company, we work with a network of associates, collaborators, consultants and contractors.

2. What kind of personal data do we collect?

"Personal Data" means any information about a person that can be used to identify that person, it does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal data about you, which we have grouped together as follows.

- **Identity Data** includes first names, last names, username or similar identifier, title, job title and employer, photograph/identity documents (where necessary for identification when attending functions or for security).
- **Contact Data** includes postal address, email address and telephone numbers and corporate contact details including “direct dial or office address”
- **Public Data** includes information we collect when providing our services to our clients, which may include data that is public or is contained on public data sites such as LinkedIn, company register websites and our clients’ websites, including information about whether you may be connected with a person listed on government sanction lists.
- **Service Data** includes information we collect when providing our services to our clients, which includes personal data collected as part of surveys carried out by The Drone Ranger Ltd in the course of performing its services including identity data, contact data and information such as occupation and income.
- **Correspondence Data** includes personal data we obtain as a result of our correspondence, including personal data contained in feedback and complaints, the progress of complaint resolution.
- **Financial Data** includes bank account and payment card details where necessary to conclude or perform contracts with you.
- **Marketing and communications Data** includes your preferences in receiving marketing materials from us and our third parties and your communication preferences.
- **Technical Data** Includes internet protocol IP address, your login data for our websites and other online services, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website and information about you use our website.

2.a What survey Data do we collect

Privacy or personal Data is an important consideration for any UAV survey where images of property and people may be collected through the nature of the survey or inadvertently. The collection of such data will fall within the General Data Protection Regulations (GDPR) and is considered with the CAA Guidance (CAP2020)

Pre-flight planning: consideration is required to ensure that the privacy of residents, people and personal property at pre-flight stage. This will allow the opportunity to actively avoid or determine alternate survey methods and where privacy may be an issue determine a solution to minimise any possible impact.

During Operations; circumstances may change on site. The Field operator is required to be vigilant to avoid where possible any privacy related issues and be sensitive to local needs.

Data processing: any images inadvertently collected or otherwise that maybe considered private where an individual could be identified, then the image should be blurred or removed from the survey collection. If any private property owner has expressly refused permission, then the images relating to the property will be removed prior to processing or publishing.

While privacy and protection issues are normally related to photography images local residents or people on or adjacent to the survey area may not be in a position determine if a drone is installed with a photography camera or Lidar or spectral survey sensor. The site operator will be sensitive to on site requests and where possible communicate the nature and purpose of the survey being undertaken.

A number of signs (Drone survey in Progress) with a contact number are typically placed at key access locations.

3. How do we use your data?

The table below set out the purpose for which The Drone Ranger Ltd May process your personal data, and the lawful grounds for that processing. Depending on the purpose/s for which we are processing your data, we may do so under more than one lawful grounds.

Purpose / Activity	Lawful grounds for processing
To communicate with you and to process and respond to correspondence from you	To comply with law To help us meet our contractual obligations to you. To contact you where we need to, when it is within our legitimate interests to do so
To register you as a new client or supplier	To help us meet our contractual obligations to you
To manage our relationship with you	To help us meet our contractual obligations to you To keep our records updated and to provide our services, when it is within our legitimate interests to do so
To Privacy Policy Version 01, July 2022. To help ensure the quality of our services (including processing Service Data)	To maintain the quality of our services, when it is within our legitimate interests to do so
To understand the performance of our business	To understand the performance of our business, when it is within our legitimate interests to do so
To meet regulatory requirements by producing management information and reports to help us identify potential problems	To comply with law To help us demonstrate that we manage our risk appropriately, within our legitimate interests
To administer and protect our business and this website	To run our business, provide of administrative and IT services, network security and when it is within our legitimate interests to do so To comply with law
To undertake sanctions list checks	To comply with law
To conduct direct marketing about our services, events to attend or industry updates or articles that may be of interest to you	Consent where it has been given (note that you can opt out at any time)

To use data analytics to improve our website, marketing, client relationships and experiences	To keep our website updated and relevant, to develop our business and to inform our marketing strategy, when it is within our legitimate interests to do so
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We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. If you have given us your consent to send you marketing material by email or post, you have the right to opt out of receiving that material. We will also get your express opt-in consent before we share your personal data with any company outside The Drone Ranger Ltd for marketing purposes. You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you, or you can contact us at any time.

4. How we share your data

We will not sell your personal information to a third party.

We may need to share your personal information within the Affiliates, partners, sub-consultants in order to provide you with our services or manage our business.

We may also employ the services of third-party service providers who provide services to us. These service providers have agreed to confidentiality restrictions and will use any personal information we share with them (or which they collect on our behalf) solely for the purpose of providing those services. We take appropriate steps to ensure that such third parties treat your Personal Information with the same care that we do. Where third party service providers receive your information, we remain responsible for the use of your personal data.

Any data obtained from aerial survey will be processed and screened to avoid, where possible, the identification of private property and individuals in order to protect their privacy.

We may be required to disclose your personal data to law enforcement bodies, regulators, agencies or other third parties under a legal requirement or court order. We act responsibly and take account of your interests when responding to any such requests.

5. How we secure your data

Security of data is important to us. Most of our corporate contact information is held via LinkedIn. Where this is not the case, it is securely stored within our internal systems. Other than company, position, firstname.lastname@business.com, phone numbers, and address, no personal data is stored on these platforms.

Any sensitive data provided by a client during the course of a proposal, collaboration, or project is stored on an encrypted, password-protected drive. In addition, data is backed up and securely maintained on our ****NAS Drive****, ensuring redundancy and controlled access.

All survey data is retained on a secure backup server for up to a year (unless requested for longer) or in accordance with client terms, under strict data protection conditions. Transfer of survey outcomes (raw and processed data) is conducted via secure file transfer or cloud-based document sharing, available for a limited period of six months. We take every

precaution to ensure that any publicly released data resulting from survey work is reviewed, privacy-checked, and approved prior to publication.

6. Disclosing and Sharing information

We do not sell or share your personal information for other organisations to use.

Information may be shared with relevant parties if this relates to the collaboration, proposals or projects. This will be confirmed in email and at contract at proposal stage of any works.

All survey data will be privacy checked and processed prior to any sharing with project stakeholders or in public engagement.

7. Keeping your information

We will only use and store your information for as long as it is required for the purposes it was collected for. How long it will be stored for depends on the information in question, what it is being used for and, sometimes, statutory legal requirements.

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

8. Your data protection rights

You have a right of access to personal data held by us as data controller. Your right may be exercised by mailing us at info@thedrone-ranger.co.uk

You will need to confirm your identity and the data you wish to access.

Where you have withdrawn consent for The Drone Ranger Ltd to use your personal data then whether for collaboration, marketing, proposal or project related work. However, it should be noted that a record will need to be maintained to acknowledge the consent status.

9. When we use legitimate interest

We will sometimes use legitimate interest for processing personal data. We use legitimate interest in supporting collaborative work.