

# LEGITIMATE INTEREST POLICY

## Introduction

L Lynch Plant Hire & Haulage acknowledge that under the General Data Protection Regulations that came into effect on 25 May 2018 we have a number of lawful reasons that we rely on when we use (or 'process') your personal information. One of the lawful reasons is called 'legitimate interests.' This means that we can process your personal information if we have a genuine and legitimate reason, and we are not harming any of your rights and interests.

## Statement of Intent

When you provide your personal details to us as a client or a supplier, we are generally using your personal data further to a contract and this is the lawful basis for such use. If we use your information for a reason other than to supply or receive goods/services/communications, then we generally do this based on our legitimate business interests. Before doing this, though, we will always carefully consider and balance any potential impact on you and your rights.

## Policy Aims

At L Lynch Plant Hire & Haulage Ltd we process personal information for certain legitimate business purposes which include some, or all, of the following:

- Where the processing enables us to enhance, modify, personalise, or otherwise improve our services / communications for the benefit of our clients.
- To identify and prevent fraud.
- To enhance the security of our network and information systems.
- To better understand how people interact with our website and marketing related content (visit our cookies page).
- To provide email communications which we think will be of interest to you.
- To determine the effectiveness of promotional campaigns

Whenever we process data for these purposes, we will ensure that we always keep your personal data rights in high regard and take account of these rights. We will use processes, systems, and good practice to protect your data from hackers and others. We will never sell your personal data. You have the right to object to this processing, and if you wish to unsubscribe you can do so by contacting [info@l-lynch.com](mailto:info@l-lynch.com)

Legitimate interests mean the interests of our company in conducting and managing our business, to enable us to give you the best services and products. For example, we have an interest in making sure our marketing is relevant for you, so we may process your information to send you marketing that is tailored to your interests. When we process your personal information for our legitimate interests, we ensure that we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws with our business objectives. Our legitimate business interests do not automatically override your interests. We will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent) or are otherwise, required or permitted by law.

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## LEGITIMATE INTEREST POLICY

This policy will be communicated to all employees and organisations working on our behalf and displayed at our offices, on our intranet and is available to defined interested parties.

This policy will be reviewed annually or sooner by senior management to ensure its suitability. Where necessary it will be amended, reissued, and communicated to all employees and people working on its behalf.



Rob Lynch  
Joint Managing Director

Date: 15/10/25

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