

## Fenix Monitoring Privacy Notice

Last updated: 4th March 2026

Welcome to Security Direct International Limited's trading name Fenix Monitoring. Fenix Monitoring respects your privacy and is committed to protecting your personal data. This privacy notice explains how we collect and use your personal data and tells you about your privacy rights.

### About Fenix Monitoring and this Privacy Notice

This privacy notice tells you how Fenix Monitoring (also referred to as “Fenix”, “we”, “us” or “our”) processes your personal information. This includes any personal data we will collect about you when you use our website or contact us, when you are a prospective customer, when you are an existing customer to whom we supply monitoring and response services, or where you are a supplier or prospective supplier or are a visitor to our site.

Personal data is any data which relates to an identifiable living person.

### Data Controller / Data Processors

Fenix Monitoring is the data processing of your personal information, except where you are a customer or customer representative and we supply monitoring and response products and services to you as a supplier. In this case, Fenix Monitoring is the data processor. Please email us at [admin@fenixmonitoring.com](mailto:admin@fenixmonitoring.com) for guidance on customers using Fenix Monitoring as a data processor.

### Personal data we use

Fenix Monitoring will process various personal data. This includes personal information you provide to us and personal information we collect about you.

The table below outlines the types of personal data we process and how we collect this information.

Category of data	Description	Source/collection method
Identity	First name, last name, title.	Correspondence by post, email or phone. Includes

		CVs, contact forms, making a complaint, subscriptions to services or publications. We may also collect additional information from publicly available sources.
Contact	Billing address, delivery address, email address and telephone numbers.	Correspondence by post, email or phone. Includes CVs, contact forms, making a complaint, subscriptions to services or publication We may also collect additional information from publicly available sources.
Profile	Interests, preferences and feedback.	Correspondence by post, email or phone. Includes CVs, contact forms, making a complaint, subscriptions to services or publication
Marketing and Communications	Marketing preferences, including third party marketing opt-in.	Correspondence by post, email or phone. Includes CVs, contact forms, making a complaint, subscriptions to services or publication
Usage	How you use this website, products and services.	Cookies, server logs and other automated technologies or interactions.
Technical	IP address, browser type and version, time zone setting and location, browser plug-in type and version, operating system and platform and other technology on the devices you use to access this website.	Cookies, server logs and other automated technologies or interactions. Analytics providers, such as Google
Transaction	Details of payments made to and from you, details of products and services you have purchased from one of our clients.	Purchasing a product or service and third party client reports.

Our website, goods and services are not intended for children and we do not process children's personal information for profiling, automated decision making or marketing purposes.

We may occasionally collect children's personal data during the following activities:

- a) Educational events with schools and academies;
- b) On CCTV when children visit our sites.

Data collected from children will only be the minimum required to support the specified activity.

Where events involving children include filming and/or photography, we will follow the school or academy safeguarding policies at all times and otherwise in compliance with data protection and other applicable laws.

### How we use personal data

Fenix Monitoring will only process personal information where we have a lawful basis for doing so under the applicable data protection legislation. In summary, the relevant lawful bases are:

- a) Legitimate interests: processing is necessary for the legitimate interests pursued by Fenix Monitoring;
- b) Compliance with a legal obligation: processing is necessary in order for Fenix Monitoring to comply with its legal obligations.
- c) Contractual Obligation: processing is necessary for the performance of a contract with Fenix Monitoring or any of our controllers
- d) Consent: we will only process your personal data for a specific purpose that you consented to.

*Where we are relying solely on consent as the basis for processing your personal data, we are required to ensure it is express and informed consent and to obtain, and keep records of your consent. You can modify or withdraw this consent at any time by notifying us in writing, although this may affect the extent to which we are able to interact with you in future.*

The table below sets out the lawful bases we use to process personal information. Where more than one lawful basis applies, you may contact us using the details below if you need further information about the specific lawful basis we have relied on to process your personal information.

Purpose/Activity	Lawful basis for processing
Responding to a contact us form, quick quote or a message on our social media platforms.	Legitimate business interest or contractual obligation - we need

	to process your data to respond to your questions whether this be enquiring about our products and services or anything else.
Registering a new customer	Contractual obligation - we need to process your data to provide the products and services you have paid for.
Processing and delivering orders, including: a) Payments, fees and charges b) Collecting and recovering money owed to us.	Contractual Obligation - we need to process your data to provide the products and services you have paid for.
Managing relationships, which will include notifying you about changes to our terms or privacy policy.	Compliance with a contractual obligation & legitimate interests - we need to process personal data to comply with our contractual obligations with you and our legitimate interest to keep our records updated and study how you use our products and services so we can enhance them.
Administering and protecting our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).	Compliance with a legal obligation & legitimate interests- we may need to process personal data to comply with our legal obligations, including fraud prevention, and to run our business.
Delivering relevant website content and advertisements to you and measure or understand the effectiveness of the advertising.	Legitimate interests- we will process your personal data to study how you use our products and services, to develop them and grow our business, and to inform our marketing strategy. Consent - when you consent to receive marketing, we use your personal data for sending this to you
Using data analytics from Google Analytics to improve our website, products/services, marketing,	Legitimate interests- we will process personal data to define

customer relationships and experiences.	customer types, keep our website updated and relevant, to develop our business and inform our marketing strategy.
Using your personal data when you send us your CV	<p>Legitimate interest - we will process your personal information the purpose of the recruitment exercise. Fenix will only share your personal data outside of it's organisation for our legal obligation or to obtain references if you're a successful candidate</p> <p>Legal Obligation - where we have a legal requirement to share your personal data with employment background check providers to obtain necessary criminal records check (where appropriate).</p>
Making suggestions and recommendations about goods or services that may be of interest to you	<p>Legitimate interests- we have a legitimate interest to market our products and services to existing and prospective customers and we may need to process personal data to do this.</p> <p>You have the right to opt out from receiving direct marketing at any time- please see the 'Marketing' section for more information.</p> <p>Consent - we will ask you for your consent when you fill in our contact us form to marketing to you</p>

**Marketing**

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising, for instance by providing an unsubscribe facility in all email marketing communications. You can also [contact us](#) at any time to update your marketing preferences.

### **Promotional offers from Fenix Monitoring**

We may use your personal information to form a view on what we think may be of interest to you, in order to tailor our marketing communications to you.

You will only receive marketing communications from us if you have opted in to receiving marketing or if you are an existing customer. You can opt out at any time by unsubscribing via email or [contacting us](#).

You will only receive marketing communications from us if you have:

- a) Subscribed to our monthly newsletter and opted in to receive marketing communications from us or;
- b) Opted in to receiving marketing related to any original requests for information, or services we have provided or;
- c) Received goods or services from Fenix and our marketing communications are about similar goods or services.

### **Third party marketing**

We will only share your personal data with third parties outside of Fenix Monitoring for marketing purposes where we have your express consent to do so.

### **Opting out of marketing communications**

You can request that Fenix Monitoring and any third parties stop sending you marketing communications at any time by following the opt-out link on marketing emails or by [contacting us](#)

Where you opt out of receiving marketing communications, this will not apply to personal data provided to us as a result of a product/service purchase, product/service experience or other transactions.

### **Third-Party Links**

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## Who do Fenix Monitoring share data with?

Fenix Monitoring may have to share your personal data with other parties. The purpose of this is set out below:

### 3rd Party Processors (Suppliers):

- a) Email service providers who assist with the effective administration of email communications;
- b) Analytics and search engine providers that assist with the improvement of our website;
- c) Selected companies outside of the Fenix for marketing purposes (only where we have your express consent to do so);
- d) Professional advisers (banking, legal, insurance, auditors and consultants);
- e) Other suppliers for the performance of any contract we have entered into with you, this can include freight delivery services, e-commerce platform providers, cloud storage providers and payment service providers.

HM Revenue & Customs, regulators and other authorities [acting as processors or joint controllers] based in the United Kingdom who require reporting of processing activities in certain circumstances.

## Disclosures required by law

Fenix Monitoring may be required by law to provide personal information to law enforcement, regulators, and other official or public authorities in order to comply with its legal obligations.

## Transfers of data outside of the UK

We may share your data for the purposes set out above and this may involve transferring data outside of the UK and the European Economic Area (EEA).

Where personal data is transferred outside of the EEA, we will ensure there are appropriate safeguards in place. These safeguards might include:

- a) Only transferring personal data to countries that the European Commission has deemed to offer an adequate level of protection;
- b) Using model contract clauses approved by the European Commission;
- c) Only using suppliers and providers that can offer a level of protection that has been approved by the European Commission, such as participants in the U.S.- EU Privacy Shield.

## How long do we keep personal data?

Fenix Monitoring will only keep hold of personal data for as long as necessary to fulfil the purpose we collected it for. The length of time will vary and will be influenced by:

- a) How long the data is needed for the purpose or purposes it was collected;
- b) Any legal, regulatory or accounting requirements that may apply.

Where customers specify a retention period for the personal data they provide as data controllers, Fenix Monitoring will adhere to the retention schedule as instructed.

## Your legal rights

If you wish to exercise any of your rights over the personal data we hold about you, please contact our Data Protection Team on [admin@fenixmonitoring.com](mailto:admin@fenixmonitoring.com) or 0330 055 2223

### Right to be informed

Fenix Monitoring will supply you with fair processing information when we collect your personal data from you (e.g. when we register you as a customer) and through privacy notices such as this one.

### Right of access

You have the right to access the personal data we hold in relation to you, including details of how we process your data.

We will request proof of identification in order to protect your information and we will request specific information from you to help us identify the data you wish to access. This may include processing dates, products and services the processing may relate to and any other relevant information that will help us respond to your request.

There is an optional subject access request form that you can use to help us gather the necessary information from you.

### Right to erasure

Subject to certain conditions, you have the right to request that we delete or remove personal data we hold in relation to you where there is no longer a legitimate purpose for us to continue processing the data. Some requests may be declined where we still have a legitimate purpose for processing the data or where we need to process your personal data to comply with our legal obligations.

### Right to rectify your personal data

You have the right to correct your personal data. We will need to verify the accuracy of the new data you provide to us before we accept your request.

We ask that customers and suppliers help us keep their personal data updated by informing us of any relevant changes to the personal data you have supplied to us.

### **Right to object to processing**

You have the right to object to certain processing e.g. direct marketing (please see the 'Marketing' section for more information). You have the right to object to processing based on your overriding legitimate interests where we have relied on legitimate interests to process your personal data.

### **Right to restrict processing**

You have the right to restrict the processing of your personal data in the following scenarios:

- a) You want us to establish the data's accuracy;
- b) If the processing was unlawful but you do not want your personal data deleted;
- c) You need us to hold the data even if we no longer require it (e.g. where you need to establish, exercise or defend legal claims).
- d) You have objected to our use of your data but we need to establish if we have an overriding legitimate purpose for processing your personal data.

### **Right to data portability**

You have the right to data portability where we have relied on consent as the lawful basis for processing and the processing is carried out using automated means (i.e. digital files and storage systems).

We will provide you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format.

### **Your right to withdraw consent**

You have the right to withdraw consent at any time where we have relied on consent to process your personal data for a specific purpose.

### **How to contact us**

Customers with enquiries about products or services provided by Fenix Monitoring can [contact us here](#).

If you have any concerns over how we have handled your personal information, you can contact our Data Protection Adviser directly:

[admin@fenixmonitoring.com](mailto:admin@fenixmonitoring.com)

Dormer House  
44 Town Green Street  
Rothley  
Leicestershire, LN7 7NU

### **Our Data Protection Officer**

You can contact our Data Protection Officer directly:

[admin@fenixmonitoring.com](mailto:admin@fenixmonitoring.com)

michael.thomas@fenixmonitoring.com

Any changes we may make to our privacy notice in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy notice.

### **Right to complain to the supervisory body**

You have the right to make a complaint to the Information Commissioner's Office at any time if you feel we have failed in our legal obligations:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire, SK9 5AF  
[www.ico.org.uk](http://www.ico.org.uk)

We would, however, appreciate the chance to deal with your concerns before you contact the ICO.

### **Website use and cookies**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our cookie policy at - [www.fenixmonitoring.com](http://www.fenixmonitoring.com)