



## **ALLIANCE SALES SUPPORT SERVICES LTD PRIVACY POLICY**

### **INTRODUCTION**

This privacy notice explains the types of personal data we may collect about you, how we store this data, how we process it, and how we keep it safe. This notice relates to personal data that we have collected ourselves or acquired for our use.

This notice has been updated for the General Data Protection Regulation (GDPR), which is in force from 25<sup>th</sup> May 2018. We are committed to protecting your privacy and the security of your personal data. We will not give or sell your information to any other company. We will only use such information to provide you with our services and keep you updated.

This privacy notice is provided to inform only the individuals whose data we hold.

### **LEGAL BASIS**

We collect and process the data individuals working for companies to pursue our legitimate business interests of promoting our products and services to those companies. We believe that this is reasonably expected of us as a part of running our business, and it does not materially impact your rights, freedom or interests.

In certain situations, we may also process personal data with the consent of the individual is concerned.

### **HOW DO WE COLLECT YOUR PERSONAL DATA?**

We may collect your personal data when you:

- Visit our website
- Contact us by email or phone
- Fill out any form for information
- From client portals managed by us

### **WHAT TYPE OF PERSONAL DATA DO WE COLLECT?**

We collect and retain the following information about you:

- Your name
- Email address
- Phone number
- Office address
- Your interactions with us on our website and emails
- Notes of any conversation that you have with us
- Our understanding of your buying intentions

We do not hold any personal financial information, sensitive information, or any special category data on you.

### **HOW DO WE USE YOUR PERSONAL DATA?**

Where we have acquired your personal data, and will use the data exclusively to interact with you to promote our products and services for your employer, or on behalf of one of our clients. We are allowed to do this as a part of our legitimate business interests as provided by Recital 47 of the GDPR.

We will only contact you on what we believe is your work email and phone number strictly in your capacity as a representative, decision maker or influencer for your employer. We do not seek to market any services to you in your personal capacity. If you believe that we have got this wrong, please send us an email addressed to [info@alliancesalesupport.com](mailto:info@alliancesalesupport.com) and we will amend or delete your records as per your wishes.

#### Examples of how we may use your data

- To process orders and service agreements for your employer
- To respond to your queries, requests and complaints
- To send you information about our products, services and updates that are meant for your employer
- To develop test and improve our products and services – which we do on the basis of our legitimate business interests
- To comply with any contractual, regulatory or legal obligations
- We will never sell your data or provide it to any third party for any purpose other than what we've described above.

#### HOW DO WE PROTECT YOUR PERSONAL DATA?

The security of your personal data is very important to us and we take the utmost care. We have implemented appropriate technical and organisational and measures for data security.

These include:

- Compliant storage of data on Secure FTP Servers
- Access restrictions to personal data
- Staff training
- Regular monitoring and penetration testing

#### HOW LONG DO WE RETAIN YOUR DATA?

Whenever we collect your data, we only keep it for as long as it is necessary for the purpose for which it was collected. At the end of this period we will either delete or anonymize your data.

#### WHERE DO WE STORE AND PROCESS YOUR PERSONAL DATA?

Our servers and all your data is located in the UK, and our staff who process the data are located in the UK.

Your data is also stored on a cloud based services provided by Microsoft. They guarantee safeguards to protect your data and have adopted standard contractual clauses provided by the European Commission to comply with the GDPR. These providers act as passive data storage and apps providers to us - they are not authorised to access or process the data.

#### WHAT RIGHTS DO YOU HAVE IN RELATION TO YOUR PERSONAL DATA THAT WE HOLD?

You have the right to:

- Access your personal data free of charge
- Correct your personal data if it is incorrect, incomplete or out of date
- Stop us from using your personal data for direct marketing
- Stop us from processing your personal data

To request a copy of your personal data, or to amend your personal data, please email us at [info@alliancesalesupport.com](mailto:info@alliancesalesupport.com) or write to us at:

Alliance Sales Support Services Ltd, 1 Culverden Street, Tunbridge Wells, Kent, TN4 8AD

If you've given us your consent to use your personal data, you have the right to change your mind and withdraw consent at any time.

Where we process your personal data on the basis of our legitimate business interest, you can ask us to stop processing, which we will do so unless we believe that we have an overriding reason to continue processing your personal data.

#### HOW CAN YOU CONTACT THE DATA PROTECTION REGULATORS?

In the UK, if you feel that we haven't handle your data correctly, or you're not happy with our response to any requests you have made in relation to your personal data, you have the right to complain to the Information Commissioners Office. You can contact them by calling 0303 123 1113.

Outside the UK, you have the right to lodge a complaint with the relevant data protection regulator in your country of residence.

#### HOW CAN YOU CONTACT US?

If you have any questions relating to your personal data that have not been covered in this privacy notice, please contact our data protection liaison by emailing us on [info@alliancesalesupport.com](mailto:info@alliancesalesupport.com) or calling 0203 917 5100.