

How will we use the private data?

The following are some uses of personal information we may make:

To set up and maintain your account, validate your identity, and

We will need to confirm your identity to set you up as a customer, and we will need to use those details to manage your account to ensure you are receiving the best service from us. That is all part of the process of providing services, or information about our services, to you. That can involve outside parties doing identity or credit checks on our behalf. Not only is it in our best interests to use your personal information in this way, but we also need to know who you are to comply with legal requirements relating to Know Your Customer.

To assess your ongoing needs, we supply you with products and services or information about our products and services.

We will need to utilize your personal information to provide our services and uphold our duties to you whenever you register an account, subscribe to an update or webinar, or otherwise interact with us. In order to make sure we are offering the finest products and services, it is also in our legitimate interest to periodically examine your needs. This way, we can ensure you receive our most outstanding products and services.

To assist us in creating and marketing new products and services, as well as enhancing our existing ones (including customer services),

When you use the services or participate in customer surveys, we may, from time to time, utilize the personal information you submit to help us improve our goods and services. We use your data in this way because it is in our legitimate interests to do so to give you the finest products and services possible and to maintain our position as an industry leader.

To create a profile of you.

In order to better understand you and offer the best products and services possible, we may, from time to time, create profiles about you using the personal information we have about you. You might be unable to utilize our services if we make decisions about you based on automatic credit checks or automated profiling. It's possible that we must do this to uphold our legal duties or because doing so is in our legitimate interest.

To look into or resolve complaints or inquiries.

As it is in our legitimate interests to guarantee that concerns or disputes be investigated and addressed as soon and efficiently as possible, we may need to utilize your personal information to analyze issues or settle disputes with you.

Must abide by all applicable regulations, laws, court orders, other judicial processes, or other requirements

We might use your personal information to abide by applicable regulations, laws, court orders, or other legal processes. In addition to doing this to uphold our legal commitments, we may also be acting in our own best interests.

To give testimonials about you.

Periodically, outside parties, such as credit agencies, may approach us asking for a credit reference about you so they can do identity and credit checks on you. We may have a reasonable reason to uphold our legal duties or be required to do so to enforce a legal requirement. However, we will first consult with you if we are unsure before offering any references.

Sending you surveys

To guarantee that we give you the best service possible, we may occasionally send you surveys as part of our customer feedback process. Of course, this is in our legitimate interest. But sometimes, we might also invite you to take part in additional surveys, and if you do, we'll rely on your permission to use the personal data we gather as part of those surveys. Before survey results are shared with any third parties, all replies to surveys we send out—whether for customer feedback or other purposes—are aggregated and depersonalized.

Data evaluation

Web beacons, pixel tags, and other similar data analysis tools may be used on our web pages and emails to track the number of people who have visited our website or opened our correspondence and the receipt of correspondence. We don't need a legal foundation if your personal information has been entirely anonymized because it no longer qualifies as personal information. However, it is in our legitimate interest to periodically review your personal information when it is not anonymized to ensure that the goods and services we offer are appropriate for the market.

Our marketing

To keep you informed about our newest products and services, we may use your personal information to send you marketing communications via email, phone, or other formats that have been mutually agreed upon (including social media campaigns). If we want to send you marketing materials, we will either do so with your permission or because it is in our best interest.

Internal corporate needs and record keeping

Your personal information might need to be processed for internal business, research, and record-keeping. Such processing is necessary to uphold our legal duties and serve our legitimate interests. Any correspondence regarding the services we offer you and our relationship with you may fall under this category. Additionally, we'll maintain records to ensure you honor the terms of your agreement with us.

Corporate reorganization

We may need to utilize your personal information in connection with corporate restructuring or purchasing all or a portion of our business by a third party. Your data might be disclosed as part of a due diligence procedure for such usage. As long as we follow any legal obligations we may have to you, using your information in this way is in our legitimate interest.

Security

For security purposes, we may capture your image on CCTV if you enter one of our locations. We might also collect your information to track who has visited our location on any given day. Doing this is in our legitimate interest to keep our workplace safe and secure.

The private data we save about you.

The details about any possible rights you may have about the personal data we may have on you are provided below.

Access

If you request it, we will confirm whether we are handling your data and, if so, give you a copy of it (along with specific other details). We might charge a fair administration fee if you need more documents.

Rectification

You have the right to request that any incomplete or erroneous personal information we may have about you be corrected. Wherever possible, we will notify any parties with whom we have disclosed your data of the correction. Where it is practicable and legal to do so, we will also, upon request, inform you of the recipients of your personal information so that you may make direct contact with them.

Erasure

In certain situations, such as when we no longer need it or withdraw your consent (where applicable), you can request that we delete or remove your personal information, provided that we are not required by law to keep it. As stated in the section under "How do we retain personal information and for how long," such a request will be subject to any retention restrictions we must follow in line with applicable laws and regulations. Wherever feasible, if we have disclosed your personal information to anybody else, we will let them know it has been deleted. Where it is practicable and legal to do so, we will also, upon request, inform you of the recipients of your personal information so that you may make direct contact with them.

Process limitations

In certain situations, such as when you challenge the accuracy of that personal information or object to its processing, you may ask us to "block" or suppress the processing of your personal information. However, it won't prevent us from keeping your data on file. Before we lift any restrictions, we'll let you know. Wherever possible, if we have disclosed your private information to anybody else, we will make them aware of the limitation. Where it is practicable and legal to do so, we will also, upon request, inform you of the recipients of your personal information so that you may make direct contact with them.

Portability of Data

You have the right, in some situations, under the General Data Protection Regulation (679/2016), to get the personal information you have given us in a structured, frequently used, and machine-readable format and reuse it elsewhere or request that we transmit it to a third party of your choosing.

Objection

We shall comply with your request to stop processing your personal information if we are:

Using your personal information for research unless required to complete a task in the public interest, using your personal information for direct marketing, or using our or another person's legitimate interests to process it unless we can show compelling legal grounds for the processing.

Automated profiling and decision-making

You can ask not to be subject to a decision if we have solely relied on an automated process to make one about you (such as automatic profiling) unless we can convince you that the decision is required for the execution of a contract between you and us or has another significant impact on your ability to use the services. Even when a decision is necessary to conclude or carry out a contract, you have the right to challenge it and request human intervention.