
PRIVACY NOTICE

BACKGROUND:

PC Buddy 24/7 understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our potential customers, existing clients, vendors and suppliers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

PC Buddy 24/7.

Independent Sole Business owner registered in England.

Registered address: 18 Dallisons road, Hibaldstow, DN20 9PU, North Lincolnshire, England, United Kingdom.

Data Protection representative: Mr Daniel Nguyen.

Email address: admin@pcbuddy247.co.uk.

Telephone number: +44 1724500345.

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to

do this.

- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, so please contact us first, using the details in Part 11.

5. What Personal Data Do You Collect and How?

Depending upon your use of Our Site, we may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any 'special category' or 'sensitive' personal data **OR** personal data relating to children **OR** data relating to criminal convictions or offences.

Data Collected	How We Collect the Data
Identity Information including Title, Name.	Direct telephone call/message, social media messaging, email conversation, contact form submit, booking submission, In-Person visit
Contact information including address, telephone, email.	Direct telephone call/message, social media messaging, email conversation, contact form submit, booking submission, In-Person visit
Business information including company name, profession, email address.	Direct telephone call/message, social media messaging, email conversation, contact form submit, booking submission, In-Person visit, business directories, internet
Profile information including preferences, interests, purchases.	Direct telephone call/message, social media messaging, email conversation, contact form submit, booking submission, In-Person visit
Data from third parties including frequency of website visits, keywords, ip address anonymized, web browser used, location.	Chat messaging cookie, analytics

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we will use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Administering our business.	Name, title, company name, contact details.	Legal obligation.
Supplying our products and services to you.	Contact details.	Consent, Contract.
Personalising and tailoring our products and services for you.	Name, title, company name, contact details, location.	Consent, contract, legitimate interest.
Communicating with you.	Telephone number, address, email, social media profile.	Consent, contract, legitimate interest.
Supplying you with information by email or post that you have opted-in-to (you may opt-out at any time)	Name, company name, email, address, social media profile.	Consent, legitimate interest.
Marketing our products and services that we find relevant to you by email or over the phone (you may opt-out at any time)	Name, contact details, email address, postal address, position, social media profile	Consent, legitimate interest.
Processing inquiries and requests involving our Artificial Intelligence tools	Content of your message, email address	Consent, legitimate interest.
Generating reports and insights using Artificial Intelligence	Log data, interaction data	Legitimate interest.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone, text message, or post with information, news, and offers on our products or services. You will not be sent any unlawful marketing or spam. We fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you always have the opportunity to opt-out.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with those original purpose(s) and need to use your personal data for that purpose. If we use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 11.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. **How Long Will You Keep My Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long [We] OR [I] Keep It
Existing Clients: Identity Information including name, title.	Indefinitely or until end of contract or until unsubscribed.
Existing Clients: Contact information including address, email, telephone number.	Indefinitely or until end of contract or until unsubscribed.
Potential Clients: Identity Information including name, title.	6 months
Potential Clients: Contact information including address, email, telephone number.	6 months
Business information including business name, title, profession, position.	Indefinitely or until end of contract or until unsubscribed.
Payment information including invoices, sales orders.	6 years.
Profile information including preferences, interests.	18 months.

8. **How and Where Do You Store or Transfer My Personal Data?**

We transfer some of your personal data within the European Economic Area (the “EEA”). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the Data Protection Legislation, GDPR, and/or equivalent standards by law.

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

Limiting access to your personal data to those employees, agents, contractors, and other third parties who have a legitimate need to know and ensuring that they are subject to duties of confidentiality.

Establishing procedures for dealing with data breaches, including notifying you and/or the Information Commissioner's Office where we are legally required to do so.

Implementing IT security measures such as data encryption, strong password policies, multi-factor authentication, and data anonymization.

9. Do You Share My Personal Data?

We may share your personal data with other companies in our group. This includes subsidiaries **AND** our holding company and its subsidiaries.

We may sometimes contract with the following third parties to supply products **AND** services.

Recipient Category	Activity Carried Out	Sector	Location
Service Providers	Processing and storage of data	Technology	Globally
Marketing Partners	Marketing and communications	Marketing	EEA/Global
Legal and Compliance	Legal and regulatory services	Legal/Regulatory	EEA/Global

If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as outlined in Part 8.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 28 days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy

of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Mr Daniel Nguyen):

Email address: admin@pcbuddy247.co.uk.

Telephone number: +44 (0) 1724 500 345.

Postal Address: 18 Dallisons road, Hibaldstow, DN20 9PU, North Lincolnshire, England, United Kingdom.

12. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website www.pcbuddy247.co.uk. This Privacy Notice was last updated on 11/04/2024.