**Fair Data Processing Notice**

This Privacy Policy explains how Applewhite Business Consultancy LTD (the company) will use the personal data we collect from you via surveys, forms and our website.

**What data do we collect?**

* We collect personal identification information (e.g. name address, email, telephone)
* We may also collect Sensitive Personal Data

**How do we collect your data?**

You directly provide us with the data we collect on you. We collect and process data when you:

* Contact us via our website or email
* Contract / consult with us

**How do we use your data?**

Applewhite Business Consultancy collects data so that (where applicable) we can:

* Provide you with information and opportunities that may be of interest to you
* Use your data to create internal reports and external reports

**How do we store your data?**

Our Company securely stores your data on a database, with permission controlled access. The database is stored in the Cloud.

Assuming no on-going contact with the company is maintained, our Company will store your data for a period of 24 months. After this time we will remove your data from our database by deleting your contact record.

**Marketing & Communications**

Applewhite Business Consultancy rely on the following legal basis to process your data:

Legitimate interest – the processing is necessary for your legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect the individual’s personal data which overrides those legitimate interests.

Outside Lives LTD would like to send you information that we believe may be of interest to you. We do not share any personal data with third parties for marketing purposes.

If you have agreed to marketing you may opt out at a future date and you maintain the right to request that we stop contacting you at any time.

If you wish to no longer be contacted for marketing please email kat@applewhitebc.co.uk

**What are your data protection rights?**

Applewhite Business Consultancy LTD would like to ensure that you are aware of the protections afforded to you by the data protection regulations:

* *The right to access* – you have the right to access any of the information that we hold on you. (We may charge a fee for this service)
* *The right to rectification –* you have the right to request any information we hold is corrected if you believe it to be inaccurate or incomplete
* *The right to erasure –* you have the right to request that we delete your personal data under certain circumstances.
* *The right to restrict processing –* you have the right to request that we restrict the processing of your personal data under certain circumstances*.*
* *The right to object to processing* - you have the right to object to the processing of your data under certain conditions.
* *The right to data portability –* you have the right to request that our organisation transfers the data we hold on you to another organisation or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you wish to make a request please email us at [kat@applewhitebc.co.uk](mailto:kat@applewhitebc.co.uk)

**What are Cookies?**

Cookies are text files that are placed on your computer to collect standard internet logs and visitor behaviour information. When you visit our websites, we may collect information from you automatically through Cookies or similar technology. For further details on Cookies please visit allaboutcookies.org

**How do we use Cookies?**

Applewhite Business Consultancy uses Cookies in a range of ways to improve your experience on our website including:

* Keeping you signed in (where this is applicable)
* Understanding how you use our website

**What types of Cookies do we use?**

Functionality - Applewhite Business Consultancy uses Cookies so that we recognise you on our website and remember any of your preferences. This includes things like language preferences and your location.

We use a mix of both first party and third party Cookies.

Advertising - Applewhite Business Consultancy uses these Cookies to collect information about your visit to our website, such as: the content you viewed, the links you followed and information about your browser, device and your IP address.

We may sometimes share some limited aspects of your data with third parties for advertising purposes. We may also share some parts of the online data collected through Cookies with our advertising partners (where applicable). This means when you visit other websites you may be shown advertising based on your browsing pattern on our website.

**How to manage Cookies**

You can set your browser to not accept Cookies and the website referenced earlier provides instructions on how to do this. However, in doing so you may lessen your online experience as website content may not function as a result.

**Privacy Policy of other websites**

Our website may contain links to other websites. Our privacy policy however, only relates to the Applewhite Business Consultancy website and we would therefore advise you to check the privacy statements of other websites that you may choose to visit directly.

**Changes to our Privacy Policy**

Applewhite Business Consultancy frequently reviews its Privacy Policy and makes amends according to the recommendations and regulations it adheres to.

This policy was last updated on 1st March 2021

**How to contact us**

If you have any questions regarding our Privacy Policy, the data we hold on you or you wish to exercise any of your data protection rights, please contact us by email a [kat@applewhitebc.co.uk](mailto:kat@applewhitebc.co.uk)

**How to contact the appropriate authority**

If you wish to make a complaint, or you feel that we have not responded to you in a satisfactory manner, you may contact the Information Commissioner's Office by calling: 0303 123 1113.