

Privacy policy

At The DataShop CRM Limited, we respect the privacy of visitors to our website (www.thedatashop.co.uk). This policy is concerned with how we collect information, what we do with it and what controls you have over your personal information.

Your Privacy

The DataShop CRM Limited provide business to business sales lead opportunities/appointments and data management services

We take our duty to process your personal information very seriously. This policy explains how we collect, manage, use and protect your personal information.

We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently; you will be able to see if changes have been made by the date it was last updated.

Refer to the sections below for more details on how and why we use your personal information:

1. Who are we?
2. What personal information we collect and how we use it
3. Legitimate interests
4. Sharing your information
5. Retaining your information
6. Your details on the web
7. What are your rights?
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1. Who are we?

In this policy references to the 'Company' or to 'we' or 'us' are to The DataShop CRM Limited, a registered company in England and Wales, Reg. No. 11007493.

2. What personal information we collect and how we use it

What we need

The DataShop CRM Limited is what's known as the 'controller' of the personal information you provide to us. We will usually collect basic personal information about you like your name, postal address, telephone number, email address and your payment details if you are purchasing from us.

Why we need it

We collect your personal information in connection with specific activities, such as, affiliate registration and account maintenance, allowing you access and making sense of the affiliate portal and electronic services, administration and manage product enquiries and purchases, feedback or complaints which involve you, your company or your clients, perform necessary background checks to ensure you and your firm are legitimate persons to do business with in accordance with our terms of business, making contact with us via our online contact form.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse our site. However, if you choose to withhold requested information, we may not be able to provide you with certain services.

Our marketing

Sometimes, with your consent, we will process your personal information to provide you with information about our work or our activities that you have requested or are expecting.

On other occasions, we may process personal information when we need to do this to fulfil a contract (for example, if you have purchased something from our web shop) or where we are required to do this by law or other regulations.

The DataShop CRM Limited also processes your information when it is in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing customers, affiliates and contacts with information of latest content, products and service, feedback, enquiries, purchases and other activities.

Please see the section on 'Legitimate Interest' for more information.

How we obtain your details

We will also hold information about your details so that we can respect your preferences for being contacted by us.

We collect your personal information in a number of ways:

When you provide it to us directly through post, phone, email or otherwise.

When you provide permission to other organisations to share it with us (including LinkedIn, Facebook or Twitter).

When we collect it as you use our websites or apps.

When you submit an enquiry on our website or join our affiliate scheme

When you have given it to a third party and you have provided permission to pass your information on to us e.g. networking events or from personal referrals

- We combine the information from these sources with the information you provide to us directly.

Children

This website is not intended for children and we do not knowingly collect data relating to children.

Retaining your information

We hold your information only as long as necessary for each reason that we use it. For more information on our retention and destruction policy please contact our Data Privacy Officer.

Anything else?

For the purpose of IT hosting and maintenance, all the personal information we process is processed within the European Union ("EU"), European Economic Area ("EEA") or Switzerland. This will be done in accordance with guidance issued by the Information Commissioner's Office.

If you would like to change the way you hear from us or no longer wish to receive direct marketing communications from us, then use the contact form on our 'Contact Us' page or contact our Data Privacy Officer.

3. Legitimate interests

We have a number of lawful reasons that mean we can use your personal information. One of these is something called 'legitimate interests'. Broadly speaking Legitimate Interests means we can process your personal information if:

We have a genuine and legitimate reason.

and

We are not harming any of your rights and interests.

When you provide your personal details to us we may use your information to carry out business related direct marketing, maintaining system security, website and marketing campaign analytics, research etc. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our campaigns.

How we may use your personal information

Direct Marketing: We will send postal or email marketing which further the aims and objectives of the DataShop CRM Limited. We will also make sure our postal marketing is relevant for you, tailored to your interests.

Ordering online: In order for us to process an order, payment has to be taken and contact information collected, such as name, delivery address and telephone number, provided.

Your best interest: Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.

Personalisation: Where the use of the information enables us to personalise, enhance or otherwise improve our services/communications for the benefit of our clients and affiliates.

Analytics: To use your personal information for the purposes of customer analysis, assessment, profiling and direct marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

Research: To determine the effectiveness of promotional campaigns and advertising and to develop our products, services, systems and relationships with you.

Due Diligence: We need to undertake due diligence on potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

We will also hold information about you so that we can respect your preferences for being contacted by us.

Your interests

Before we use your personal information for our legitimate interests, we will always consider and balance any potential impact on you and your rights under data protection legislation and any other relevant law. Our legitimate business interests do not automatically override your interests – we will never use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by using our contact form on the 'Contact Us' page.

4. Sharing your information

We do not share your information with any other organisations or individuals unless we are when obliged to by law, for purposes of national security, taxation and criminal investigations and in the following instances:

- If you have agreed that we may do so.
- To register you as a new customer or affiliate
- To process and deliver services to you including manage payments, fees and charges and collect and recover money owed to us
- To manage our relationship with you which will include answering questions, notifying you about changes to our terms or privacy policy and asking you to provide a recommendation or complete a survey
- To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)
- To use data analytics to improve our website, products/services, marketing, customer relationships and experiences
- To make suggestions and recommendations to you about goods or services that may be of interest to you
- If we merge with another organisation to form a new entity, information may be transferred to the new entity.
- We may disclose aggregate statistics about our site visitors, supporters, customers and sales to describe our services and operations to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics won't include any personally identifying information.

And, we will never sell or rent your personal information to other organisations.

5. Retaining your information

We hold your information only as long as necessary for each reason that we use it. We have provided some examples of the time we will keep your information in this paragraph but you can contact us for more information.

If decide not to support the The DataShop CRM Limited any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

If you make a purchase from us, we will keep the purchase information for a period of seven years for accounting purposes.

6. Our cookie Policy

We have some cookies active on our website, as almost all websites do, to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Our cookies help us:

- Make our website work as you'd expect.
- Remember your settings during and between visits.
- Improve the speed/security of the site.
- Allow you to share pages with social networks like Facebook.
- Continuously improve our website for you.
- Granting us permission to use cookies.

If the settings on your browser that you are using to view this website are adjusted to accept cookies we take this, and your continued use of our website, to mean that you are fine with this. Should you wish to remove or not use cookies from our site you can learn how to do this below, however doing so will likely mean that our site will not work as you would expect.

How long do cookies last?

When a web server sends a cookie, it asks your browser to keep that particular cookie until a certain date and time. These dates can be:

- Some date in the future – which might be a few minutes or a few hours from now (to track something like your shopping cart in an online store). The cookie might expire many years in the future, to keep track of your browser for a long time.
- When you close your browser – this is called a session cookie, the next time you start your browser these will have vanished.
- Some date in the past – this is how the server asks a browser to remove a previously-stored cookie.

Our own cookies

Our website uses cookies and similar tracking technologies to enable functionality on its Services, and to assist with marketing its products and services to interested individuals. Cookies help us improve by telling us our Services are being used, letting you navigate between pages efficiently, remembering your preferences, and overall ensuring you enjoy your browsing experience on our Services. The chart below explains how we generally use cookies.

Authentication	These cookies help us show you the right information by personalizing the Services to your account.
Security	These cookies help us detect suspicious or malicious activity on our Services, and support other security features
Preferences and Functionality	These cookies allow our Services to recognize you and your preferences. For example, they can auto-fill a form for you, provide

	you with customized content, remember your application settings, and more.
Advertising	These cookies allow us to show you advertising about The DataShop CRM Ltd on and off the Services. They tell us whether you took an action after seeing one of our ads, such as signing up for a webinar or other event by The DataShop CRM Limited. They also let our advertising partners know how well our ads are doing by measuring the ad's success and the types of interactions people have with our ads.
Research, performance, and analytics	These cookies help us understand how well our Services are doing by measuring your interactions with our Services. We use insights from these cookies to improve on current Services, and to research and develop new Services, features, or products. They also help us use plugins on our Services that allow you to enjoy certain functions, such as sharing our pages on your social media accounts.

We use two types of cookies, session cookies and persistent cookies. These make our website work including:

- Identify your browser while logged in and to process online transactions
- Make it easier to log into and use our service.
- Allowing you to add comments to our site.
- Remembering if we have already asked you certain questions
- There is no way to prevent these cookies being set other than to not use our site.

We do not have cookies added from our IT hosting services. The cookies described in this policy only apply to our own website and our marketing and product pages.

Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). The information generated by the cookie about your use of our website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. Further information about Google's privacy policy may be obtained from <http://www.google.com/privacy.html>.

Turning cookies off

You can usually switch cookies off by adjusting your browser settings to stop it from accepting cookies. Doing so, however, will likely limit the functionality of ours and a large proportion of the world's websites as cookies are a standard part of most modern websites.

7. What are your rights?

You have a number of rights about how the personal information you provide can be used. These are:

- Transparency over how we use your personal information (right to be informed).
- The ability to request a copy of the information we hold about you, which will be provided to you within one month (right of access).
- Update or amend the information we hold about you if it is wrong (right of rectification).
- Ask us to stop using your information (right to restrict processing).
- Ask us to remove your personal information from our records (right to be 'forgotten').
- Object to the processing of your information for marketing purposes (right to object).
- Obtain and reuse your personal information for your own purposes (right to data portability).
- Not be subject to a decision when it is based on automated processing (automated decision making and profiling).

If you would like to know more about your rights under the data protection law, you can find out more at the Information Commissioners Office website.

Remember, you can change the way you hear from us or withdraw your permission for us to processing your personal information at any time by using the form on our 'Contact Us' page or contacting our data privacy officer.

8. How to contact us

If you wish to talk through anything in our privacy policy, find out more about your rights or obtain a copy of the information we hold about you, please contact us (details at the bottom of this page), we will be happy to help.

If you wish to raise a complaint on how we have handled your personal information, you can contact our Data Privacy Officer who will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal information in accordance with the law, you can complain the Information Commissioner's Office (ICO).

Our Data Privacy Officer can be contacted by writing to:

Data Privacy Officer – DPO, The DataShop CRM Limited, 12 Summer Hill Street, Birmingham, England, B1 2PE

Or by emailing: info@thedatashop.co.uk

If you wish to talk to us about anything in the policy or the information, we hold about you please contact us:

By telephone: 0845 0944 890

By email: info@thedatashop.co.uk

By post: The DataShop CRM Limited, 12 Summer Hill Street, Birmingham, England, B1 2PE

Please note that calls to our supporter services team may be monitored or recorded.

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