

What is the purpose of a Privacy Policy?

In order for us to provide you with our services and our website we may need to collect personal information about you.

We want you to use our website and services safe in the knowledge that any personal information you give us is held in accordance with the law. We have written this Privacy Policy to tell you:

- What personal information we collect about you when you use our services or the website
- How we use your personal information
- Who we may share your personal information with
- Any transfer of personal information outside of the EEA
- How long we keep your personal information
- What we do to protect your personal information
- What choices you have in relation to your personal information

We are Acronyms Limited (Company No. 04795711) whose registered office is at 1 Davy Road, Plymouth Science Park, Derriford, Plymouth, PL6 8BX and the website is owned and operated by us. If you have any comments or queries about this policy please contact data@acronyms.co.uk.

We last updated this Privacy Statement on 2 October 2020.

Personal Information we collect about you

What information we collect about you

We may collect the following information about you:

- your name and address
- your contact details including email address and telephone number
- what kind of services you are interested in
- other information to allow us to process your order
- other information to allow us to provide the services you have requested
- correspondence about your order
- details about services or products we have provided to you in the past

We collect information about you in two different categories:

- Identifiable information – this is information that allows us to identify you such as your name and email address, telephone number etc
- Anonymous information – we may collect information that does not personally identify you but categories you into a group or sector (e.g. age, marital status, lifestyle) and we can use this information to tailor our products and services more accurately.

Personal Information you give us

We may collect personal information about you when you:

- Fill in an enquiry form whether on our site or through Google

- Request our newsletter
- Ask for a brochure
- Contact us by email
- Contact us by telephone
- Purchase services or products from us

Personal Information we receive from others

When you fill in a Google request for information form the contents will be transmitted to us.

Personal Information we collect automatically

When you visit our website or use our services, we may collect certain information automatically such as your IP address (the name your computer used to identify itself to you).

If you want to know more about how we use cookies, you can find more information here – <https://www.acronyms.co.uk/policies/>

How we use your Personal Information

To provide our website, process your request for information or your request for products or services, we may use your information in the following ways:

- to provide you with the services or products you have asked for
- to send you marketing materials (if you have agreed to this)
- to contact you about a request you may have made
- to tell you about changes to our services or website
- to warn you about risks (such as particular scams)

Our legal basis for using your information

The law only allows us to use your personal information in certain limited circumstances. We have listed these below and what information they allow us to process.

1.) Where you have consented to us using your personal information

When you submit information to us on our website, we will process that information in order to comply with your request for further information.

2.) Where we need to perform the contract we have entered into with you

Examples of how we may use your information to comply with a contract that we have entered into with you:

- to provide the products you have requested
- to provide the services you have requested

3.) Where it is necessary for our legitimate interests

We may provide you with marketing information about our own products and services similar to those that you have purchased or enquired about (unless you tell us to stop).

We occasionally provide warnings about particular risks that arise.

4.) Where we need to comply with a legal obligation

An example of how we may use your information to fulfil a legal obligation:

- Keeping records for tax purposes.

Our Marketing

We may provide you with information about products, services, special offers, and other news where we feel these may interest you. We may use your information for market research and analysis including profiling so that we can ensure that we tailor our offers to your likes and needs.

Depending on what contact information you have given to us, we may contact you by email or post. We will only do this where you have consented to receiving such information from us.

You can opt out of such marketing at any time and if you wish to do so, please email us at data@acronyms.co.uk.

Sharing your Personal Information

Other third parties

We may share your information with certain other third parties including:

- Our business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you
- Our support management system where we record the support we provide to you

We work with the following organisations:

- Microsoft 365 –Email and Microsoft Applications (www.microsoft.com)
- Xero – accounting software (www.xero.com)
- Our IT support management system, Kaseya BMS (www.kaseya.com/)

Legal Requirements and Law Enforcement

We may also disclose your personal information to third parties:

- if we sell our business in which case the personal information that we hold will be part of the transferred assets
- if we are required by law, or to enforce or apply our terms of use. This includes exchanging information with other organisations for the purposes of fraud protection and credit risk reduction

Third Party Privacy Policies

Our website may contain links to websites owned by other organisations. If you follow a link to another website, such websites will have its own privacy policy. We suggest that you check the policies of any other websites before giving them your personal information as we cannot accept responsibility for any other website.

Where we store your Personal Information

Storage of Personal Information

We are committed to ensuring that our suppliers have appropriate technical, administrative and physical procedures in place to ensure that your information is protected against loss or misuse. All

personal information you provide to us is stored on our secure servers or on secure servers operated by a third party located in the EEA.

All third parties who provide services or software to us are required to sign a contract requiring them to have appropriate technical, administrative and physical procedures in place to ensure that your information is protected against loss or misuse.

Retention of information

We only hold your personal information for as long as necessary for the purposes for which we collected your information.

We have a retention policy which lays down timescales for the retention of information. Customer data retention periods can be found below:

Type of Documents	Description of Document	Retention Period
Enquiries Database	Name and contact details of people expressing interest in our services or products.	Up to 12 months from last contact
Order Database	Name and contact details of all customers including emails, addresses and payment information	7 years after last order.
Support Management System	Name and details of settings, changes and events	12 months after expiry of last contract

Emails

If you chose to send us information via email, we cannot guarantee the security of such information until it is delivered to us.

Your rights

Access to information

You have the right to access information that we hold about you. If you wish to receive a copy of the information that we hold, please contact us at data@acronyms.co.uk or write to us at the address above.

Changing or deleting your information

You can ask us at any time to change, amend or delete the information that we hold about you or ask us not to contact you with any further marketing information. You can also ask us to restrict the information that we process about you.

You can request that we change, amend, delete your information or restrict our processing by emailing us at data@acronyms.co.uk.

Right to prevent Automated decision making

You have a right to ask us to stop any automated decision making. We do not intentionally carry out such activities, but if you do have any questions or concerns, we would be happy to discuss them with you and you can contact us at data@acronyms.co.uk.

Transferring Personal Information

You have the right to request that your personal information is transferred by us to another organisation (this is called “data portability”). Please contact us at data@acronyms.co.uk with the details of what you would like us to do and we will try our best to comply with your request. It may not be technically feasible, but we will work with you to try and find a solution.

Complaints

If you make a request to us under this Privacy Policy and you are unhappy with the response, you can ask for the request to be reviewed under our internal complaints procedure. Our internal complaints procedure allows your request to be reviewed by the relevant Team Leader who will do their best to try and resolve the issue. If you are not satisfied with the result, then the matter will be passed to one of the Directors.

If you have been through the internal complaints procedure and are still not happy with the result, then you have the right to complain to the Information Commissioner’s Office. They can be contacted as follows:

Website: www.ico.org.uk
Telephone: 03031231113
Address: Information Commissioners Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Changes to our Privacy Policy

We review our Privacy Policy on a frequent basis to check that it accurately reflects how we deal with your information and may amend it if necessary. You should check this page regularly to see the most up to date information.

How to Contact us

We welcome questions, comments and requests regarding this Privacy Policy which can be sent to data@acronyms.co.uk.